

## **Working together for even greater expertise**

*Foundation of Microform Partner Group at CeBIT 2007 in Hanover*

Sunday, March 18, 2007 will see the founding of **Microform Partner Group** at CeBIT in Hanover, Germany. The Group will be a wide network made up of partners of Microform GmbH located all over Europe. This step will create a joint platform for even greater expertise and Europe-wide customer support in all matters of relevance to digital, analog and hybrid data storage and archiving.

Ever since its own foundation, Microform has been working hand in hand and highly successfully with strong, international sales partners. And these partners are now synchronizing their efforts even more closely than before – under the umbrella of the new **Microform Partner Group**, which will be founded on March 18, 2007 at CeBIT in Hanover. "This step sees yet another part of our vision of intensive cooperation with and between our sales partners across national borders come to fruition", enthuses Roland Reinberger, founder of Microform GmbH in Germany and mentor to this syndicate of firms from northern, central and southern Europe.

All of the partners are specialists and successful operators over many years in the field of digital, analog and hybrid data storage and archiving. In addition to a high level of experience and expertise, each partner also possesses specialist knowledge in one or more business areas, be it in industry, trade, healthcare, banking, insurance or archiving. "Our primary objective is to combine our enormous wealth of experience and knowledge into a single communication platform and in this way to proactively promote the transfer of know-how between the partners", explains Barry Minty, CEO of DocStor Ltd., UK, and continues, "This will in the end benefit the end users, enabling us to improve consulting and support." Apart from the creation of a knowledge base and the regular exchange of experiences, the Group's main emphasis is on developing market-specific solutions. These solutions will in future be revealed by means of joint presentations held at regional and supraregional events all over Europe.

Microform Partner Group sees itself as an internationally operating association of independent companies. Its goal is not only to consolidate and continuously expand its know-how, but also to strengthen the market acceptance and competitiveness of the partners. Thanks to a well coordinated product portfolio, its combined information base, and the expertise of its various members, Microform Partner Group is ideally equipped to implement complex and supraregional projects and to provide qualified, long-term support services for these projects wherever they are located. "Above all, this will benefit our customers. Irrespective of where they are in Europe, they will find an expert and competent contact person in our network, someone who is able to handle their specific problem and take care of their application – no matter how wide-ranging their needs may be", says Silvester Kmetec, CEO of Eko Monitor in Croatia.

## **About Microform**

Microform GmbH was founded back in 1994 – initially with the aim of ensuring the production and sales of Agfa's ADMIS CD 51 Rotary Camera for microfilms. Since then, Microform has been manufacturing high-performance document scanners and archiving components and marketing them worldwide in close cooperation with international partners. To further expand and strengthen this network, the partners in Europe will in future be operating under the umbrella of Microform Partner Group.

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