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From Geek to Global Player

oha communication congratulates Edmund Optics on its 70th birthday

Stuttgart/Karlsruhe (Germany), March 12, 2012 – oha communication has become a tour escort through time. In celebration of the 70th company anniversary, an entertaining online-special on Edmund Optics' website tells how the hobby of an amateur photographer developed to a world-leading company in the photonics industry.

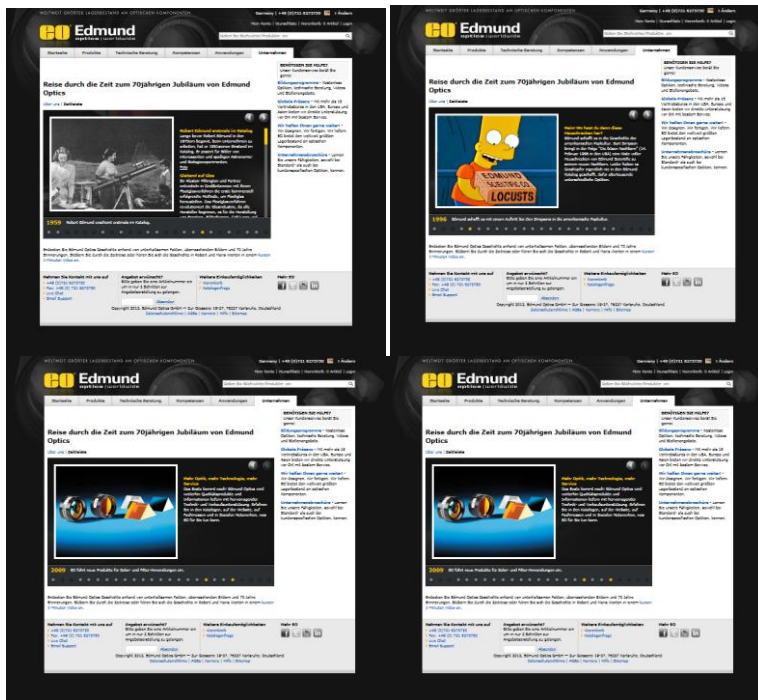
Norman W. Edmund contracted his passion for lenses at an early age. In 1942, he began to salvage surplus optical components from inventories. His mail-order business developed rapidly to a favored source of purchase for research institutes, universities and businesses.

Today, Edmund Optics (EO) is a leading manufacturer of precision optics and assemblies in the fields of photonics and imaging and the world's largest supplier of off-the-shelf optical components. The family-held company from Barrington, New Jersey (USA) is globally active. A sales office in Karlsruhe has been serving since 2000 as a hub for further expansion in European market.

oha communication is now supporting in this process. The first joint project was to prepare EO's company story for the German website. Its anecdotes not only reflect the personable spirit of the founder, Norman Edmund, who unfortunately passed away on January 17, 2012. Since 1975, it is his son Robert, who is placing the milestones internationally for EO's journey into the future.



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Picture: On the occasion of its 70th birthday, Edmund Optics celebrates with an entertaining company story that has been prepared for EO's German website by oha communication. Source: Edmund Optics. Download ZIP: www.oha-communication.com/ohas-news

Edmund Optics® (EO) has been a leading producer of optics, imaging, and photonics technology for 70 years. Supporting the R&D, electronics, semiconductor, pharmaceutical, biomedical, and military markets around the globe; EO products are used in a variety of applications ranging from DNA sequencing to retinal eye scanning to high-speed factory automation. Edmund Optics' state of the art manufacturing capabilities combined with its global distribution network has earned it the position of the world's largest supplier of off-the-shelf optical components. www.edmundoptics.com

oha communication is a consultancy and agency for international public relations. The team supports companies in attracting the attention of selected target groups, in particular in the fields of design, technology and healthcare. The services include profile development, strategic and country-specific PR advisory as well as the coordination and implementation of PR activities. oha communication was founded in 2007 by Oliver Frederik Hahr and is headquartered in Stuttgart, Germany. www.oha-communication.com.

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