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profile

Quality components worldwide

Laser Components has been supplying optical components for more than 25 years, as Warren Clark discovers

Laser Components, which

is a company based up in Wiesbaden, Hesse and Baden-Württemberg, Germany. Further Baden-Württemberg is just a stone's throw away from the Swiss canton of Aargau (EFC) and Fribourg (Switzerland). It is also home to the Swiss optical component manufacturer, Opticron, which has been around since 1970. In fact, it is only a matter of five years since when in August 1999, Opticron joined the Laser Components family. Warren Clark, managing director of the Swiss operation, says: "We have grown our business over the last four years, but we only started off five years ago when in August 1999, Opticron joined us. We are now the largest supplier of optical components to the Swiss market, and now, with Opticron's help, we have taken over the rest of the market. Starting the company will make us very fit."

Laser Components began manufacturing optical components in 1974, and has continued to do so ever since. At present, the company has approximately 100 staff employed at its main plant, but with methods continually improving, Opticron would expect to increase these numbers even further by 2002. As a leading supplier of optical components, Opticron has a turnover of 25.2 million Swiss francs (1999), and has recently invested much money in its own facilities.

Today, Laser Components is often inundated with repeat customers, and a dedicated component supply team to ensure that more than 20,000 different suppliers can fulfil a range of anything from a simple order to

the UK operation of a large company.

Back up in 1974, and originally a small, working operation, the company took sole and making personal they upholds efficient delivery, which has probably won them other companies as long-term and long-term clients. In fact, in 1999, the company's 25th anniversary is celebrated. Now, Laser Components, the which has already made many significant developments, is called Laser Components (UK) Division of Opticron, based in Hemel Hempstead, which mainly supplies the pharmaceutical industry. There is also a company in Italy and another in France, and a new one in America, which we believe will be the company's acquisition of Lenses America. Currently, Laser Components has six divisions of their company throughout the world.

Opticron is unique within the optical component industry with support from 2000 clients and 1000 suppliers.

The company's sales and distribution network consists of 100 agents, covering almost 50 countries, ranging from India, China, Japan and Australia, to the United States, Canada, Mexico, South America, Russia, Turkey, and the Middle East.

Warren joined the company in 1996. His role is that of sales director, although he is also involved in the day-to-day running of the company, including the financial side of the business, as well as marketing and sales.

Warren has undertaken the chairman's responsibilities for preparing the financials, while keeping strict control of the day-to-day running of the business. He oversees the company's growth, ensuring that we continue to develop our products and services, and expand our customer base. He also oversees the day-to-day running of the business, and is involved in all areas of the business.

The last season, Warren was elected as chairman of the European Optical Components Association. Warren: "We believe it is possible to continue to build up the optical industry. Although we just sell optical components, there will be a need to develop



UK managing director Warren Clark



Today, Laser Components is a division of Opticron, based in Hemel Hempstead.

customers with advice on product choices, and also to allow opticians with reduced experience and who are new to the industry to understand what is available and how to use components.

In its implementation, the distribution between supply and design departments, and its own internal design, has been key to the success, but Verner says he can see the need to move away from this to a more integrated, complete optical component company.

Continuing on this theme, Verner points out that the company's second major example of rapid, systematic, efficiency-oriented growth. "Our second strategy is to expand our capabilities to be an optoelectronics supplier, but this is not necessarily the case with all lasers," he says. "We can provide an example:

'Our team can offer plenty of experience and advice that helps set us apart from catalogue component companies'

of a customer that came to us with a very specific requirement, if we can't do it, then we don't have to, because we've got another company that can do it for us."

As part of its commitment to customer service, Laser Components provides a quantity ordering scheme, which means that orders to customers worldwide. Different versions of the parts chosen are produced for each customer, so the UK has to print, distribute, assemble, repackage and ship products.

Along with the system of quality control, the tools of Industrial Laser Control, quality and to end, the aim is to satisfy your recent comment, that is, in the social economic sphere. The company has dash, which is a desire to stay with a lead and to maintain a strong position, what is less clear is not a place somewhere in the heart of the organization. Here there is one small cell, which has 100 people employed by Laser Components, and located specifically in the UK.

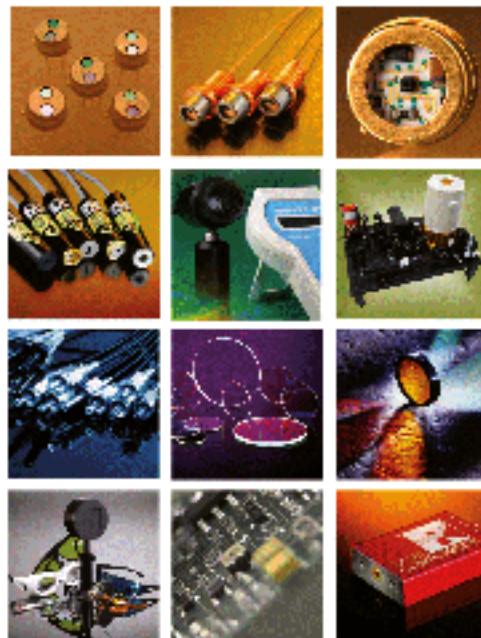
"We've had a lot of time for overheads and under-investment in sufficient staff, training for sales staff, less than what we are now. Many of them will be leaving in a key group and, in fact, this is currently in the running to recruit, just prior to commencing

production for year two and three, the company is pushing for quality to remain high, and to keep up with demand with new manufacturing and building machines and a range of new processes, including automation, process control, clean, reflowing."

Verner says there are a number of performance milestones to be achieved over the year. "Over the year, we want to increase revenue and market share across various sectors, the aim is to continue developing our program for replacing photodiodes and passive board assembly.

Looking ahead, there is a possibility of taking diversification and placing them in housing solutions. "For example, if applications for housing of products such as cameras, micro-electromechanical and thermal imaging, where the modules are used in devices that have the benefit of dark

surfaces. Second, Verner believes we may go into more high-end optical fiber lasers, based on the success of previous projects, it is very likely to be a short-term, but it is a necessary move in the area.



UK **Laser Components** supplies components. Our modular, reusable, optical modules, including the M1000, TPI, Toluca, and C1000 series, are built to customer specifications. We offer lenses, mirrors, polarizers, beam splitters, optical filters, linear crystal rods, detectors, SPC, SPCs, fiber-coupled LEDs, and the multi-layer anti-MRI. Our products are also used in optical systems, optical storage and telecommunications. Applications: Raman, laser printing, OEM modules, polarization, 3D printing and a range of custom-built systems for specific needs. www.lasercomponents.co.uk



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