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Satisloh & National Optronics Create “One-Stop-Shop” for optical technology

Germantown, WI / Charlottesville, VA— Satisloh North America and National Optronics are embarking on a new integrated business relationship – providing their customers with one complete service source.

“Since 2009, Satisloh and National Optronics have shared one sales force and exhibited at trade shows together. It’s a natural progression for the companies to take this cooperation to the next level and offer our customers complete solutions for their optical technology and consumables needs from a simplified, single source,” said Andy Huthoefer, National Optronics’ CEO.

According to the companies, beginning October 1, a combined customer service team based in Germantown will handle both National Optronics and Satisloh calls. Customers will be able to use one toll free number (800-866-5640) for all orders, inquiries, and service requests. Because the Germantown warehouse will stock the most commonly-ordered National Optronics parts, many orders for both groups’ parts and consumables will be consolidated into one shipping package – reducing clients’ overall shipping costs. “National Optronics customers will also enjoy an extra two hours for placing orders – until 6:00 PM Central rather than 5:00 PM Eastern,” said Huthoefer. “A new phone system was implemented so that calls between the two facilities are seamless – as if employees at the two offices are seated next to each other.”

The National Optronics facility in Charlottesville will specialize in manufacturing, R&D, and technical service. All finishing service needs – including the Satisloh ES edger product line – will be taken care of by the National Optronics technical service team, which has been strengthened by adding the most experienced finishing service engineers from Satisloh.

“Starting October 1 we are harmonizing our warranties based on the more generous National Optronics policy: 12 months parts and labor on new machines and 6 months on all spare parts. And rather than billing and crediting replaced warranty parts, we’ll send a new part at no-charge and all the customers need to do is return old parts within 30 days. Plus there will be one consolidated monthly statement listing all of your National Optronics and Satisloh purchases.” said Larry Clarke, President & CEO, Satisloh. “Our number one goal for this cooperation is to create a partner that’s easy to deal with while saving our customers time and money.”

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