



KONICA MINOLTA

Press Release

KONICA MINOLTA SENSING ESTABLISH OWN SALES DIVISION IN TURKEY

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Konica Minolta Sensing, a leading provider of solutions to manage Color and Light measurement for a wide scope of industries, Konica Minolta Sensing has establish its own Marketing- Sales- and Service-Organization to strengthen its position in the rapidly growing Turkish market.

Konica Minolta Sensing will profit from the well-established organization for Business & Printing solutions, Konica Minolta Turkey İş Teknolojileri A.Ş. in Umraniye, Istanbul, to lead their Marketing- & Sales activities for Sensing products in the Turkish market.

The new Sensing Sales Division will add additional Marketing resources by working in parallel with SEM BIO TEKNOLOJİ ve TICARET A.S., which has successfully represented Konica Minolta Sensing products in Turkey since more than 15 years.

Konica Minolta Sensing and SEM BIO will combine their Marketing- and Sales-Organizations by serving the markets and industries following their respective strength and business strategies with the aim to enhance presence and close service levels for the customers in the respective industries.

“We’re determined to offer Global Major Companies investing in Turkey an unparalleled level of competence and services to streamline their Color-Management Process they expect from a global provider like Konica Minolta” says Mr. Yamada Toshiyuki, President of Konica Minolta Turkey.

“With the cumulated Marketing, Sales and Service organisations of Konica Minolta Turkey and SEM BIO, the position of Konica Minolta Sensing in an important market such as Turkey has an imminent strategic importance for us,” adds Mr. Andreas Ullrich, Marketing- & Sales-Manager EMEA, Konica Minolta Sensing Europe B.V.



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About Konica Minolta Sensing Europe B.V.:

Konica Minolta Sensing Europe B.V., part of Konica Minolta Inc. Japan, is a leading provider of measurement solutions for applications in the fields of Colour & Appearance and Light Measurements. Konica Minolta Sensing Europe serves the industry in more than 30 countries in the EMEA region with Branches and qualified Distributors. Derived from our state-of-the-art optical and image processing technologies, measuring solutions from Konica Minolta Sensing help improve quality control and support R&D in a wide variety of industries. Our colour management solutions are essential to control and monitor quality in many areas of manufacturing, such as automotive, coatings, plastic, construction materials, food, chemicals and pharmaceuticals. In the area of Light & Display measurement technology, Konica Minolta Colour Analysers enjoy an “industry standard” position. Konica Minolta Sensing Business unit will continue to innovate, utilizing the latest high-accuracy sensing technology, providing solutions that meet the ever-changing needs in diverse fields.

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