

For immediate release

Rosenberger OSI starts extensive sales activities in Mexico

Cabling specialist continues to grow and expands market presence in North America

Augsburg, December 10, 2019 – Rosenberger Optical Solutions & Infrastructure (Rosenberger OSI), manufacturer of innovative fiber optic cabling infrastructures in Europe, continues its expansion strategy in Mexico. Effective immediately, Enrique Lopez will start its sales activities in North America. “With Enrique Lopez, we are pleased to have gained a very experienced sales colleague for our team. With Enrique Lopez, we will be able to better highlight our local cabling know-how,” says Thomas Schmidt, Managing Director of Rosenberger OSI.

In February 2019, Rosenberger OSI announced for the first time that a third production site with 4,000 m² had been established in the Monterrey region of Mexico. In addition to the previous locations in Germany and Hungary - Augsburg and Taksony - the company's high-quality cabling solutions are now also manufactured in Apodaca. The plant is located near Monterrey Airport and forms a decisive axis between the USA and Mexico City. The new location will continue to focus on the production of robust cabling solutions in the telecommunications segment. The data center solutions will also be gradually established on the North American market.

Increase in employees and capacity

The number of employees has already grown to 130 since commissioning by December. For this reason, a second shift has already been initiated to increase production capacity. The expansion targets set by the cabling specialist have thus been confirmed: North American customers can be supplied with products even more quickly and an increase in availability with a simultaneous reduction in logistics costs was also achieved.

Expansion again successful

“Our expansion into the Mexican market has paid off very well. Our growth confirms our intention to expand and steadily expand the North American data center and building cabling market. We will continue to rely on our broad portfolio of innovative fiber optic and copper cabling systems,” says plant manager Gabriel Aguirre.

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About Rosenberger OSI:

Since 1991, Rosenberger Optical Solutions & Infrastructure (Rosenberger OSI) has been an expert in innovative fiber optic cabling infrastructure and service solutions for Datacom, Telecom and Industrial. The products and services can be found wherever largest amounts of data have to be transferred quickly and securely. In addition to the development and production of a broad portfolio of fiber optic and copper cabling systems, Rosenberger OSI also offers a variety of services such as planning, installation and maintenance of cabling infrastructure. Rosenberger OSI employs about 600 people in Europe and has been a part of the globally operating Rosenberger Group since 1998, a worldwide leading provider of high-frequency-, high-voltage-, and fiber-optic-connection solutions headquartered in Germany.

For further information, please visit: www.rosenberger.com/osi

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