

DATA MODUL opens new factory in Shanghai

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As part of its internationalisation strategy, DATA MODUL, one of the world's leading specialist providers of display, touch, embedded, monitor and panel PC solutions, is opening a new facility in Shanghai to offer an even better service to the local market and its globally operating customers. This is not only a successful continuation of the expansion strategy that the company kicked off last year with a new plant in Lublin, Poland – it is also a response to the ongoing global growth of the industry and increasing customer requests for local support and shorter production cycles. The factory in Weikersheim, Germany continues to be the main production facility and global technology centre of DATA MODUL AG; it has secured and guaranteed the company's "Made in Germany" advantage among customers as well as competitors for many years.

"High-quality production, even with large-volume orders, is an important key factor for our success and also crucial for our competitiveness in the market. Opening new facilities that produce at the same level of quality and also offer an advantage with their geographical proximity to our international partners is not only a logical and consistent step in the internationalisation of our company, but also increases flexibility in the respective target markets due to shorter production cycles. In addition, with the investments we have made, we are setting the course for a successful future in the growth markets of Europe, China and the USA – where we have also for years had a branch that includes local production", explains Dr. Florian Pesahl, CEO of DATA MODUL AG.

Since it was founded in 1972, DATA MODUL has grown to be one of the most important technology partners in the field of display technology and has invested more than five million euros in its successful expansion strategy over the past years. As a global expert in display and system solutions, the Munich-based company focuses on the development, production and sale of electronic systems for a wide variety of markets and customers throughout the world.

About DATA MODUL

DATA MODUL AG is one of the world's leading specialist providers of display, touch, embedded, monitor and panel PC solutions. Since it was established in 1972, it has consistently pursued the objective of providing its customers with state-of-the-art, tailor-made and individually customised complete solutions for display technologies.

Many years of experience in the field of display, touch, embedded and system technologies enable the company to produce customer-specific value-added services for a variety of industries at its 45,000 m² production and logistics facilities. The extensive distribution portfolio of displays, touchscreens and embedded solutions and the increasingly innovative in-house developments complete the unique modular product portfolio.

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