

- Press Release -

B+W filters now in a premium and professional edition

BAD KREUZNACH, 20 September 2010.

Schneider-Kreuznach has merged its B+W filter products into two new product lines: a premium range with XS-Pro mount and MRC nano coating and a professional line based on the F-Pro mount and with MRC coating. The two filter ranges can be identified at a glance by a colour code: The premium line is packed in stylish black and the professional range in dark blue. "B+W has led the field in photo filters for years now. This new step will help us to meet the growing requirements and changes in the market conditions," says Harald Barth, Head of the Photography business unit at Schneider-Kreuznach.

The photo filters can be seen clearly through a panel in the packaging. A hologram on the front identifies the filters as original B+W filters made in Germany. The range of B+W filter accessories has also been given a fresh look: The new transparent plastic SKIN packaging protects the products and at the same time allows buyers to see the lens hoods, caps, lens cleaners and cases. At photokina 2010, B+W presents a new comprehensive filter brochure with tips on how to use B+W filters for creative photography. The handy DIN A4 brochure focuses on filter applications in digital photography.

For more information on photo technology from Schneider-Kreuznach, visit us at photokina 2010 from 21 to 26 September in hall 4.2, booth D 021.

About the Schneider Group:

The Schneider Group specializes in developing and producing high-performance photographic lenses, cinema projection lenses, as well as industrial optics and precision mechanics. The group comprises Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), Schneider Kreuznach Isco Division (Göttingen), Schneider-Optics (New York, Los Angeles), Schneider Bando (Seoul), Schneider Asia Pacific (Hong Kong) and Schneider Optical Technologies (Shenzhen). The company's main brand is "Schneider-Kreuznach". It has around 620 employees worldwide, with 330 based in its German headquarters. For years now the group has been a world market leader in the area of high-performance lenses.

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