



LABORATORIO ELETTROFISICO

New Magnetics Support Office opens in China

Laboratorio Elettrofisico (LE) announces the opening of a Magnetics Support Office for the Chinese market.

SHANGHAI, CHINA – (July 15, 2017) Laboratorio Elettrofisico (LE) today announced the opening of its new Magnetics Support Office, in Shanghai, with sales services headed by William Sun, whom we are pleased to welcome as our new Sales Manager in China.

All sales and technical services are under the overall supervision of Mr. Valtulina, Operations Director, who has ten years of management experience with LE.

The office's Shanghai location is key to providing an entirely new level of accessibility to magnetics service. "Our new office allows us to be where our clients are," says Dario Zanon, CEO, Laboratorio Elettrofisico. "Our relationships in China started many years ago, but now we are entirely global and the Shanghai location marks an important expansion in our global presence."

The new office will provide dedicated support to customers in China, with a technical staff of more than ten LE trained engineers. The new office also makes available spare parts and demo equipment.

LE's own unique approach to rapid magnetic material sampling offers ease of use combined with unprecedented access to advanced capabilities, including DC/AC samples measurements (AMH-200K-S), 3-axis Helmholtz coil system to detect magnets orientation, magnetizer and magnet sample equipment to perform Hysteresis Loop (BH Tracer) at room and high temperature (AMH-500). More locations are planned in the near future.

"From the start, our vision was to provide unprecedented support both for western customers and for the Chinese market." says Brian R. Palakow, CEO, LE China. "In China we have many western customers who have selected Laboratorio Elettrofisico for its strong worldwide support and service. Since many customers in consumer electronics, aerospace, hybrid motors, and the sensors sector have branches in China for their mass production, they can take advantage of our new location and services. LE China may operate as a direct contractor for Chinese customers." We trust in the work and support that our new Sale Manager will add to our presence in the Chinese market. He is deeply integrated into the Chinese industrial world, thanks to his education and previous important work experience.

William Sun has a degree in Electronic and Information Engineering with a specialization in Automation. For more than 10 years, he has worked in various positions of senior responsibility, including technical supervision and sales, for major Chinese and Western companies, including: Shanghai Volkswagen and Kistler China Ltd. Mr. Sun is a Chinese national and is fluent in both Chinese and English.

About Laboratorio Elettrofisico

Laboratorio Elettrofisico is a leading global designer and manufacturer of magnetizing and magnetic measuring equipment for the automotive, medical, electronics, defense, aerospace, renewable energy, and manufacturing industries. The company was founded in 1959 and is headquartered in Milan, Italy. LE has laboratories, testing facilities, and service centers in the United States, India, and China.

Contact us about your testing needs today. Ask an LE expert for assistance.
www.laboratorio.elettrofisico.com

CONTACT INFORMATION

Office address

LABORATORIO ELETTROFISICO CHINA INC.
No.8 Wuzhong Road, Room 1202, Xuhui District
200336, Shanghai, China
+86 21 5401 9806

ALBERTO VALTULINA

Operations Director

a.valtulina@elettrofisico.com

Sales Contact

William Sun

w.sun@elettrofisico.com

ph.: +86 136 7195 1275



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