



Together, the Management raises the flag
"Peters Italia - 10 years" (from left):
Benjamin Alfes, Britta Alfes, Michael
Müller, Ralf Schwartz.

Focus on PCB: Peters Exhibiting at new PCB Trade Fair

Kempen, 18 May 2022 – In time for the premiere of the trade fair "Focus on PCB" (May 18/19, 2022), Peters has raised the flag "Peters Italia - 10 years" at its headquarters in Kempen on the Lower Rhine. Since 2011, Dr. Stefano Falletti and Barbara Cantatore from the branch office in Buttigliera Alta near Turin have been boosting business along the Apennines and in the Arab world. Italy is one of the major PCB locations in Europe. This is why the full-range supplier of coating materials for electronics from the Lower Rhine region is placing special emphasis on this exhibition in Vicenza near Venice.

Peters Italia: In the course of ten successful years, the subsidiary - Peters' first company abroad ever - has established its position on the market, enjoying great popularity among customers. In addition, the Italian market is highly interesting for the Electrical Manufacturing Services (EMS) segment - i.e. the complete contract manufacturing of electronic assemblies. For Peters Italia, the PCB trade fair at the Expo Center in Vicenza is also a must because of the booming LED technology. In Italy, as a country of aesthetics, the focus is on lighting design. This is why Peters is presenting a wide range of products to the trade in Veneto - from solder masks and thermal conductive pastes to crystal-clear casting compounds.



The "Focus on PCB" is a strategic event for Peters, not only because of its live character after the low-contact years of Covid 19. "For the first time in Europe, an event is taking place that focuses on both the PCB and everything that revolves around its world - from design and assembly to quality control," says Peters CEO Ralf Schwartz, who will be present in Vicenza personally. Based on these criteria, the trade fair in northeast Italy is likely to be a compact B2B event. Ralf Schwartz: "I am looking forward to talks and discussions with PCB manufacturers on the future development of the industry."

The exhibition event in Vicenza is organised by the Italian subsidiary of NürnbergMesse International Sales (Frankfurt/Main). The aim of the organisers is to create, for the first time in Italy, an annual event on a large exhibition area, where professionals of this segment will have the opportunity to take up contact with all the companies in the country specialising in printed circuit boards.

#PetersItalia #FocusonPCB

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THE PETERS GROUP

... based in Kempen, Germany, is an independent family-owned company and the only full-range supplier of coating materials in the world.

As market leader in high-tech coatings for the manufacture and protection of assemblies and electronic components, Peters supplies its products for a use in automotive electronics, aerospace engineering, industrial electronics, medical technology, LED applications or other industrial applications.

For more than 50 years, our highly specialised research and development team has been working closely with our customers to develop innovative, trend-setting and practical solutions.

With international sales offices and around 65 agencies abroad, we are the competent local partner in over 90 countries serving more than 4000 customers.