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Sales and Service for Synrad CO₂ Lasers Now Direct in China

New direct sales and support team provides improved technical and applications support

Shenzhen, China (March 20, 2019) – Synrad, a business unit of Novanta Corporation (“Novanta”), announces today that all sales, applications engineering, service and support for its Synrad CO₂ lasers will transition from A&P Instrument Co., Ltd. to Novanta’s China subsidiary to meet the increasing requirements of customers in China. The transition will take place in phases over the next several months, and Novanta and A&P Instrument Co., Ltd. are committed to ensuring a smooth transition for customers.

“We are excited to work more closely with our current customers in China, and look forward to developing new applications and building strong relationships directly with new customers,” said Phil Wescott, Senior Director, Sales Transformation, Novanta. “Customers will now have direct access to a wide range of high performance CO₂ lasers from Synrad along with our highly accurate and fast laser-beam steering sub-systems from Cambridge Technology, which is also a business unit of Novanta.”

The Novanta sales, applications engineering, and service center in Shenzhen will provide customers with quick and direct support for Synrad CO₂ lasers, including technical support, product service and applications testing.

About Synrad

Synrad, a business unit of Novanta, manufactures high performance sealed CO₂ lasers for precise high-speed marking, coding, engraving, and cutting applications for OEMs and system integrators worldwide. With more than 300,000 lasers delivered to OEMs and system integrators around the globe, Synrad lasers operate reliably in the most demanding industrial environments every day. Synrad offers worldwide service and support to ensure optimal performance before, during, and after the sale. For more information, visit www.synrad.com.

About Novanta

Novanta is a trusted technology partner to OEMs in the medical and advanced industrial technology markets, with deep proprietary expertise in photonics, vision and precision motion technologies. For more information, visit www.novanta.com.