

Press release

Sensor specialist ASC continues to grow

Pfaffenhofen, 26 January 2017 – [Advanced Sensors & Calibration](#) (ASC) GmbH, the leading manufacturer of accelerometers, angular rate sensors and IMUs (inertial measurement units), brought 2016 to a close with record sales. In order to meet increasing demand, ASC relocated to larger premises and strengthened the team in Sales and Calibration. .

As of now, Bernhard Unkel is ASC's Sales Representative for West and North Germany. With a degree in electrical engineering, he has extensive experience as a sales and project engineer in iron and rolling mills, in measurement and test engineering in the automotive sector, and in building automation. Unkel has held responsibilities at Siemens, Ahlstrom and Honeywell, amongst others, and was Branch Manager at Johnson Controls. Since 1999, he has been working in the sensor industry, holding sales functions in the area of sensors and measurement. Of late, Unkel was Sales Manager at Entran Sensoren as well as CEO at Atex Sensoren GmbH and Sensocon GmbH.

Since 2016, Sylvia Sellmaier has been the new head of ASC's calibration laboratory. Sellmaier has over 25 years of calibration expertise. She completed her training in calibration technology with the German armed forces in Erding and then studied electrical engineering. Before joining ASC, Sellmaier was Head of Calibration Laboratory and Quality Management Executive for a large calibration laboratory with four facilities that offered calibration services for 170 different physical measurands. One of her first large assignments at ASC was the successful recertification of the calibration laboratory in October 2016 – in accordance with DIN ISO 17025 of the German accreditation body (DAkkS) – once the company had relocated to larger office premises.

More room for new ideas

The move to larger premises in the autumn of 2016 was a result of the company's continuous growth. This enabled ASC to take on more orders and thus remain on a growth path. As a consequence, the calibration laboratory as well as production and test laboratory could be expanded.

"Compared to 2015, we saw a noticeable growth in sales this year", says Renate Bay, Managing Partner at ASC. "This is due to our development of numerous innovations over the past year, which have enabled our customers to equip their products with sophisticated and reliable sensors. We also noticed a great interest in our products in foreign markets. With our new office premises, we now have

enough space and capacity to focus fully on growth and innovative services. We are particularly pleased that we were able to expand both production premises and testing and qualification laboratory, and we warmly invite customers and interested parties for a tour.”

About ASC

ASC (Advanced Sensors & Calibration) GmbH is headquartered in the Bavarian town of Pfaffenhofen and is one of the world’s leading manufacturers of capacitive and piezoresistive accelerometers, angular rate sensors (gyroscopes) and IMUs (inertial measurement units). In addition to providing standard sensors, ASC is particularly specialised in designing customised solutions geared exactly to the needs of the customer. These customised solutions can be produced even in small production runs. ASC products are used in a wide range of industries such as automotive, rail vehicles, wind power, monitoring, agriculture, and aerospace and defense. Leading companies worldwide including Alstom, Audi, AVL, Balfour Beatty, Beijing Environment Institute, BMW, Continental Safety Engineering, Daimler, DB Systemtechnik, Fiat, Honda, Hyundai Motors, iABG, imc, Ipetronik, Italcertifer, Iveco, Lufthansa Technik, Magna Steyr, MAN, MTS, Siemens AG, Strainstall, TIZ Landl, TÜV Süd Rail, Volvo, VW and Wölfel rely on ASC products.

In April 2013, ASC GmbH was accredited by the German Accreditation Body (DAkkS) to provide calibrations of accelerometers in accordance with DIN EN ISO/IEC 17025:2005.

The company offers additional services such as maintenance, repair and calibration for proprietary and third-party products. ASC also markets accelerometers produced by Honeywell, and angular rate sensors (gyroscopes) produced by Systron Donner Inertial in Germany, Austria and Switzerland. Further information can be found on the website www.asc-sensors.de.

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