

➤ **Press Release**



Dr. Michael Kramer

LED Linear GmbH Announces Appointment of Dr. Michael Kramer

Carsten Schaffarz founder and managing director of LED-Linear says that Dr. Kramer's appointment as managing director marketing and sales will help us growing our company in a fast pace and sastisfying the needs of our customers.

LED-Linear GmbH, Moers – LED Linear is pleased to announce the appointment of Dr. Michael Kramer as managing director of LED-Linear GmbH. Dr. Kramer will assume responsibility for sales, marketing and administration sharing his managing director role with founder and managing director Carsten Schaffarz. Sharing roles and responsibilities Mr. Schaffarz will focus on R&D and operations.

Carsten Schaffarz, founder and managing director of LED Linear said “The time was right to get an experinced resource like Dr. Kramer on board to better serve our customers growing demand for high quality linear LED lighting solutions.”

Dr. Kramer brings to LED Linear an extensive background in LED lighting technology and markets as well as executive leadership experience. As a proven leader who is well respected throughout the LED lighting industry Dr. Kramer's distinguished career and accomplishments will be an invaluable asset to LED Linear. “He will help us to grow our business in a fast pace and satisfying the needs of our customers for high quality LED products and services”, said Mr. Schaffarz.

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Prior to joining LED Linear, Dr. Kramer was managing director of PerkinElmer Elcos where he developed the market for multi chip high power LED in high quality niche segments. Dr Kramer served several years as managing director for Panasonic's daughter company Vossoh-Schwabe Optoelectronic building a portfolio of LED lighting modules and leading the company to profitability and growth. His previous positions include leading positions with Vossloh AG and Siemens AG. Dr. Kramer received a PhD from TU Darmstadt and a masters degree in mechanical engineering from TU Braunschweig.

LED-Linear GmbH produces high quality, linear and scalable lighting modules, systems and fixtures based upon LED technology. The company, based in Moers, Germany offers its customers LED-modules with extraordinary cost/performance ratio. Use of high-quality and durable components assures enduring and energy efficient solutions. Flexibility of VarioLED and xoolux® products enables unlimited possibilities for creative applications of LED in design, architecture and function. Products are lead-free, soldered and RoHS conform. More information about LED-Linear is available at <http://www.led-linear.com>

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