

Genus – The Microfilm Shop takes over Mikrofilmhaus

On 14th May 2009 GENUS – THE MICROFILM SHOP, of Nuneaton, UK completed the takeover of the customers, stock, supply chain and support service of MIKROFILMHAUS which until then had been a division of EICHNER Organisation GmbH & Co. KG in Coburg, Germany.

As a leading supplier of micrographic consumables, MIKROFILMHAUS has served both the German and the international market. Global importance was gained in 1997, when MIKROFILMHAUS acquired not only the entire renowned KALLE OZAPHAN diazo film business, but also the licensed production formulas. 40 years' experience in manufacturing a complete range of film cards – i.e. from aperture and diazo to camera and CAD-cards – round the picture off. Paul Negus, Managing Director of GENUS – THE MICROFILM SHOP, comments “This acquisition is good news for the microfilm industry as it creates one large independent manufacturer/supplier of micrographic products with a more consolidated infrastructure. Our combined product ranges will allow us to continue to supply micrographic products from one single efficient source. All existing clients of both organisations will be able to continue sourcing the same micrographic products as they used to do.”

The sale of MIKROFILMHAUS also sees Claus-Peter Iff and Ulrike MacKay, who will be very well known to the MIKROFILMHAUS clients and the microfilm industry in general, join GENUS. “I am very happy about this merger,” comments Claus. “It’s an important and appropriate signal towards the market, our customers and our suppliers. These days, microfilm is gaining importance again. Staying abreast of changes, our experienced, committed and highly competent team advises, manufactures and delivers reliably thanks to first-class logistics – worldwide. With GENUS, MIKROFILMHAUS and OZAPHAN are in the best of hands.” Supporting Claus will be the familiar names of Ian Case, Liz Swain and Kay Stout who will continue to manage distribution and sales from Genus' UK headquarters.

Commenting further on the acquisition Paul Negus says “We already supply to over 60 countries worldwide, with our main clients in Europe, but we intend to enhance our international client and supplier base with not only consumables but our extensive range of microfilm equipment and support. We intend to be at the forefront of the extensive development of colour microfilm, digital to microfilm and book, paper and microfilm scanning technologies.”

The competent and professional market leader in supplying both micrographic consumables and equipment is most certainly a real asset to the market.

For more information see

www.microfilm.com

www.genusit.com