

For IBC Release



## MWA NOVA AND SONDOR ANNOUNCE STRATEGIC SALES AND DISTRIBUTION ALLIANCE

**IBC Stand: 7.J31, Amsterdam – 12<sup>th</sup> September 2008:** MWA Nova, a long standing Berlin based company, renowned for precision engineering in the film and audio industries, and sondor Willy Hungerbühler, a well respected magnetic film and projecting equipment manufacturer, are today announcing a strategic cooperative sales and distribution alliance named MWA sondor Engineering. The amalgamation of the services of these two historic companies will highlight 120 years of combined experience that will deliver an unrivalled R&D programme, based on a long tradition of engineering excellence and innovation in the fields of film, optical and magnetic audio.

MWA sondor Engineering will be responsible for sales and distribution activities previously undertaken by both companies. The manufacturing departments, which oversee the R&D and production divisions, will remain in Berlin and Zurich to enable the continued successful transportation of audio or film material in its various states.

Customers will be attended by Andy Braun, Senior Sales Manager, and Justin Haslam-Lucas, the Head of Sales and Marketing for the new company. This new alliance gives existing and future clients an active R&D programme based on both companies long standing tradition of engineering excellence and innovation in the fields of film, optical and magnetic audio.

“This is a very exciting development that enables a wealth of engineering experience to join forces taking the technicalities of film and audio to the next level. Our two companies have had a strong association for a number of years and we are delighted to have this opportunity to work together,” commented Frank Ortwein, Director, MWA sondor Engineering.

“There is a strong synergy between our two companies and we believe that this is exactly the right time to create a brand that reflects the engineering excellence of both parties. This is excellent news for us as a team, the industry and most importantly our customers who can expect even greater technological advancements, moving forward,” added Willy Hungerbühler, Director, MWA sondor Engineering.

###

### **About MWA sondor Engineering:**

Launched in September 2008, MWA sondor Engineering provides a cooperative sales and distribution alliance between MWA Nova, a long standing Berlin based company, renowned for precision engineering in the film and audio industries, and sondor Willy Hungerbühler, a well respected magnetic film and projecting equipment manufacturer. The amalgamation of the services of these two historic companies highlights 120 years of combined experience delivering an unrivalled R&D programme, based on a long tradition of engineering excellence and innovation in the fields of film, optical and magnetic audio. For further information please visit [www.mwasondor.com](http://www.mwasondor.com).

### **Press contact:**

Jennie Evans  
Manor Marketing  
Tel: + 44 (0) 1635 44991  
[jennie@manormarketing.tv](mailto:jennie@manormarketing.tv)

### **Company contact:**

Jörg Köhler  
MWA Sondor Engineering  
Tel: + 49 (0) 30398 0 19025  
[joerg@mwasondor.com](mailto:joerg@mwasondor.com)