
Prima Power announces the Grand Opening of its new Technology Center in Munich

- *From June 26th to June 29th Prima Power officially opens its new Technology Center in Neufahrn near Munich. The new location features a large Show Room, and well organized areas dedicated to demonstrations, applications, cycle time studies, training, and conferences.*
- *Prima Power moves its German location from Frankfurt to Munich with the aim of being closer to its customers, since this city is more centrally located to all German-speaking countries and to metal manufacturing industry and an international hub well connected with most European countries.*
- *The overall investment for the new Prima Power GmbH facility (including building works, machines installed at the Technology Center, etc.) amounts to 4 million euros. The D-A-CH area is strategic for the group, as it represents one of the most important markets in Europe, with 5% of revenues realized in this market and an installed base of over 1000 machines.*
- *In the new Technology Center, the latest innovations in Prima Power product portfolio are on display: 2D and 3D fiber laser cutting machines Laser Genius and Laser Next, the combined punching and laser processing system Combi Genius, the servo-electric bending cell BCe Smart, and the servo-electric press brake eP-1030.*

Neufahrn – June 26-29, 2018 – Prima Power is pleased to announce the official opening of its new Technology Center in Neufahrn, near Munich.



The new location is in the heart of the D-A-CH area. As a result, Prima Power is now able to better serve the entire German-speaking market and to be much closer to the regions where its machines are already in use or where the group see the highest growth potential.

Paolo Musante, Prima Power GmbH Managing Director states: *„The new Technology Center will serve as a center of excellence and will have a strong focus on customer satisfaction, since from this location we can offer our customers a highly efficient support, especially for the industrial areas of Southern Germany, Austria and Switzerland.*

Munich, as an international transport hub, is excellently connected to the European railway and motorway network and has the second largest airport in Germany. This is very important for us as a globally active company, especially as it means we can now be reached relatively quickly and easily for our customers from other European countries as well.“

Prima Power GmbH in Neufahrn employs 55 people (of which 35 are dedicated to Customer support) and covers an area of 1,800 m². Around half of the area hosts the Demonstration Center, where live demonstrations of our latest technologies and products can be attended by a large number of guests.

In addition to offices, two conference rooms are available with a direct view of the Demonstration Center. They are mainly destined to events, customer visits, meetings, seminars, but also training for Prima Power engineers and employees in general.

In line with Prima Power GmbH growth strategy, the aim is to have a team of 70 employees in the new subsidiary by 2020. The expansion is mainly foreseen, in addition to sales and service, in application and training staff, to further grow as a state-of-the-art Competence Center.

Prima Power GmbH is part of Prima Industrie, a Group with more than 1700 employees around the world and 450 m€ revenues. The group in 2017 celebrated 40 years of activity and a record year for all main financial indicators, with 14% increase in revenues, +18% in order intake, and +83% in Net Profit).



The overall investment for the new Prima Power GmbH facility (including building works, machines installed at the Technology Center, etc.) amounts to 4 million euros. The D-A-CH area is strategic for the group, as it represents one of the most important markets in Europe, with 5% of revenues realized in this market and an installed base of over 1000 machines. The opening of the new facility in Munich is part of a larger plan of investments to increase its presence on the most important markets and to expand and improve its set of Technology Centers, for a better and more complete customer experience.

As part of the opening event, guests will be given a live demonstration of the Technology Center's capabilities and will be able to attend to a series of lectures on main trends of sheet metal processing, such as 3D fiber laser cutting and Industry 4.0. Theory and practice will be therefore combined in order to give the widest overview of the sector.

In the new Technology Center, the latest innovations in Prima Power product portfolio are on display: the fastest 3D fiber laser cutting machine on the market Laser Next 1530 (the smaller sister of the recently launched 2141 version), the high performing 2D fiber laser machine Laser Genius 1530, the combined punching and fiber laser system Combi Genius 1530 with servo-electric technology, the highly efficient servo-electric bending cell BCe Smart, and the fast, accurate and efficient servo-electric press brake eP-1030. All products are Industry 4.0 Inside for digital, interconnected and data-driven manufacturing.

Paolo Musante concludes: *„The opening of the new Technology Center in Munich is a key step in support of Prima Power's continued growth in the D-A-CH market, where we see strong growth potential for Prima Power in all industrial markets. This new location will allow Prima Power to offer a stronger and more efficient direct support to new and existing customers in the area.“*

[For more information](#)

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Prima Power

Prima Power is a world-class supplier in the high-tech field of laser and sheet metal working machinery. Its product portfolio is one of the most complete in the industry and includes: 2D and 3D laser machines for cutting, welding and drilling, punching machines, combined punching/laser and punching/shearing systems, press brakes, panel benders, bending centres and Flexible Manufacturing Systems (FMS).

Prima Power is the Prima Industrie Machinery Division, a group with more than 1,700 employees worldwide, manufacturing facilities in Italy, Finland, USA and China and a sales and service network in over 80 countries.