NEWS RELEASE

Schneider Optics  
640 S. Glenwood Place  
Burbank, CA 91506  
Phone: 818-748-3369

www.schneiderkreuznach.com  
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**Schneider Optics Opens New Burbank Location**

**Grand Opening Celebration on Friday - April 12, 2019**

Schneider Optics, Inc., a wholly owned subsidiary of Schneider-Kreuznach today announced the successful opening of its new facilities in Burbank, California.

The Schneider Optics team selected this specific, central location for key customer and industry convenience, providing easy access to lens and filter inventory including last-minute, emergency Will Call product deliveries at the site – with easy access from Hollywood, downtown Los Angeles, and other film-land services in Burbank and across the San Fernando Valley. This site primarily functions as a sales and distribution center for the Western United States and Canada – with multi-element lens service and repair capabilities under one roof.

Dr. Thomas Kessler, Chief Executive Officer for the Schneider Group commented, “This new facility is an important step in demonstrating our commitment to providing the next level of convenience to our customers in Los Angeles and Hollywood. We worked long and hard to identify the best property to serve our customers and are excited about this new location.”

The Schneider Group designs, develops, and produces high-performance Lenses for demanding video, cinematography, digital projection, and industrial optics applications – with over 100 years experience in precision optical design, manufacture, test, and distribution. With a growing global presence, worldwide customers increasingly turn to Schneider Optics for both standard and custom optical solutions.

In the cinematography world, Schneider Optics is well known for its industry-leading MPTV Filter line, senses for film, television production, and still photography as well as market-leading B+W Filters. Schneider is known for the finest motion picture filters available, including Classic Soft, RHOdium FSND, True-Net, Radiant Soft, and Hollywood Black Magic.

To celebrate their move from Van Nuys to the heart of Burbank, Schneider will host a Grand Opening Celebration on April 12, 2019 from 3 to 6pm. A Ceremonial Ribbon Cutting by the Burbank Chamber of Commerce will take place at 4 pm. Customers, partners, and friends across the industry are cordially invited to join Schneider Optics leadership, staff, and guests to share in the celebration. Refreshments will be served. [RSVP@schneideroptics.com](mailto:RSVP@schneideroptics.com)

The new location is 640 S. Glenwood Place, Burbank, CA 91506 and new telephone is (818) 748- 3369.

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About the Schneider Group:

The Schneider Group specializes in developing and producing high-performance lenses for industrial optics, photography and film as well as cinema projection lenses, filter systems and precision mechanics. The group includes Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), Schneider Optics (New York, Los Angeles), Schneider Asia Pacific (Hongkong) and Schneider Optical Technologies (Shenzhen). The company’s main brand is “Schneider-Kreuznach”. It has over 600 employees worldwide, with nearly 400 based in its German headquarters. For many years, the Group has been a world market leader in the area of high-performance lenses.

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Information Prepared by Lewis Communications: [susan@lewiscommunications.net](mailto:susan@lewiscommunications.net)

For photos or other Schneider news please visit www.aboutthegear.com