**Kentucky Cabinet of Economic Development visits VITRONIC**

**Secretary of Economic Development and Commissioner meet with VITRONIC leaders to discuss the company’s growing operations in North America**

**Wiesbaden, 05/23/2023**

Secretary Jeff Noel, Commissioner Kristina Slattery, and members of Kentucky’s European Representative Office visited VITRONIC Machine Vision’s global headquarters in Wiesbaden, Germany on May 22nd. VITRONIC’s growing North American operations, which are headquartered in Louisville, Kentucky, were a focus of discussions during the visit with members of VITRONIC’s North American and Global leadership teams.

Kentucky Cabinet of Economic Development spent their time at VITRONIC touring the production facility and learning more about the logistics, automotive, EV battery, solar, and smart traffic technologies that are engineered and manufactured by VITRONIC in Germany. The group also discussed the continued growth and expansion of the North American headquarters in Louisville, KY.

“VITRONIC North America is looking to further increase the operations and regional headquarters in Louisville, KY beyond the 50% we added in 2022,” stated VITRONIC North America President & CEO Kjell Lyngstad. "Building strategic relationships with the State of Kentucky is important as we continue to grow our North American operations and expand our Louisville headquarters. "

Following the visit to VITRONIC, the Kentucky State delegation visited the Battery Show in Stuttgart, Germany to evaluate the growing EV battery marketplace and its growing production presence in Kentucky. The group stopped by VITRONIC’s booth at the Battery Show and learned more about VITRONIC’s battery production inspection systems and capabilities.

““Kentucky has enjoyed decades of success partnering with global companies such as VITRONIC, and we are proud to support the continued growth of the company’s North American headquarters in Louisville,” said Kentucky Economic Secretary Jeff Noel. “On behalf of Gov. Andy Beshear who has guided all of our efforts, it is a tremendous opportunity to visit a company that is helping us build on our strength as a national leader in the automotive sector and set the foundation for the industry of the future.”

**About VITRONIC North America**

VITRONIC North America established its presence in Louisville, KY in 1999 because of its strategic location to leading package handling companies needing vision-based logistics automation solutions. In the past 24 years, VITRONIC North America has grown its revenue, employees, and vision-based technology solutions into the traffic enforcement, automotive, e-mobility, and healthcare sectors in the United States, Mexico, and Canada. VITRONIC North America is the North American subsidiary of the global company VITRONIC, which is headquartered in Wiesbaden, Germany.

**About VITRONIC**

VITRONIC is the world's leading innovation driver for machine vision, enabling its customers to master the challenges of tomorrow.

The family-owned group of companies develops forward-looking solutions in the form of specialized products and software for image-based quality inspection, identification and process optimization, which find application in the growth sectors of automation and traffic engineering.

VITRONIC solutions make an important contribution to helping shape a safe and sustainable world. The existing limits of what is economically feasible are constantly being questioned in order to achieve the highest quality and productivity, for example in the production of automotive and pharmaceutical companies. Worldwide, Auto-ID solutions in logistics centers and at cargo airports, take over the reliable and efficient recording of shipments and thus ensure a transparent flow of goods.

In the transport sector, VITRONIC offers leading technology for increased safety on the roads, for optimizing traffic flow and for recording road usage.

Open and honest dealings with our customers form the foundation for jointly exploiting technological and process potential to the full. Joint success forms the basis of long-term cooperation with companies such as B. Braun, BMW, Daimler, DHL, UPS, Toll Collect, Fresenius and Sanofi as well as with public clients.

Since its foundation in 1984, VITRONIC has been growing continuously for almost 40 years. The current annual turnover (2022) is 208 million EURO and the company is currently represented on five continents in over 80 countries with approximately 1,300 employees.

Development and production of VITRONIC systems are located at the company headquarters in Wiesbaden. VITRONIC subsidiaries in North America, Europe, Asia and Australia, as well as a worldwide network of sales and service partners, provide local support to international customers.

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