

Rohrdorf, Caponago, 14. Oktober 2019

## **SIRA Sistemi Radio S.r.l. transfers operations to KATHREIN Broadcast Italia S.r.l., Caponago, Italy**

### **Company History**

SIRA was founded in 1977 and has more than 40 years of proud history in Broadcasting and telecommunications RF equipment. Headquartered in Caponago, Italy, the company had developed into a leading manufacturer for Broadcast equipment with installations in more than 120 countries. Throughout the years, the SIRA brand has become known for flexibility in engineering solutions, fast delivery and good quality at an attractive price.

Since 1992 the company has belonged to the Kathrein group, but operated independently under the the SIRA name. Only in 2015 we started to integrate SIRA operations with the Kathrein Broadcast activities. In 2016 the sales channels were integrated to allow customers to buy both brands out of one hand. The market has been very receptive to the increased choices. Since 2018 we have also integrated the supply chain to ensure sustainable economics in a maturing market environment.

### **Two Brand Strategy**

We continue to see the value of the SIRA portfolio which is complimentary to the traditional Kathrein offering in many respects. SIRA's proven designs are unique and the product line offers an attractively priced alternative to customers who are looking for more choices. For this reason we have decided to continue with our 2 brand strategy. We aim to maintain the values and virtues SIRA stands for and aside from the products, also pricing structures, catalogues and branding remain largely unchanged. That means You can obtain both product lines from any Kathrein Broadcast entity globally.

### **Going Forward**

Kathrein Broadcast is therefore taking the next logical step and has transferred SIRA's key resources, assets and engineering know how to Kathrein Broadcast Italia S.r.l.. This unit will continue to support customers out of the same location in Caponago, Italy. In all designated international markets Kathrein Broadcast Italia is offering Kathrein and SIRA broadcast products, systems and services. In Italy, Kathrein Broadcast focuses on marketing the SIRA product line.

For any question, your familiar contacts in Italy are now supporting you out of Kathrein Broadcast Italia S.r.l.



contact:

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