

TOPTICA Renews its Brand Presence

New logo and brand design support the continued growth path

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TOPTICA presents itself stronger than ever with a fresh new look. The brand design was launched for the first time this year at the international industry meeting LASER World of Photonics in Munich.

TOPTICA, as one of the key innovation drivers in the laser industry is presenting the company in a novel way to ensure even greater visibility and to highlight the brand's key position in the market.

New brand design reflects successful development

"The driving force behind TOPTICA's success story, which continues to this day, was and is TOPTICA's ability to actively shape the future as a technology leader in its industry. Our company is a reliable partner for developing unique and innovative lasers since more than 20 years", emphasizes Dr. Wilhelm Kaenders, CTO and co-founder of TOPTICA.

"We will take off with a fresh look and proudly show who we are: independent, likeable, with a pinch of TOPTICA humor, yet always authentic. A reliable partner for top researchers and demanding industrial customers. With our corporate culture and our products, we are simply an extraordinary company" adds Dr. Thomas Renner, CSO at TOPTICA.

New brand design takes on former style elements

The former logo has its origin 25 years ago in ophthalmology. Meanwhile, TOPTICA has earned a much broader reputation for its scientific and industrial lasers, for example through its lasers for the upcoming quantum industry or lasers for OEM microscopy customers, and last not least, by the legendary Sodium Guide Star lasers by daughter company TOPTICA Projects. TOPTICA eagleyard develops and manufactures high power laser diodes for customers with challenging demands.

The new design reduces the logo to its essential components, four circle segments interpreting the main features of the previous logo. With the new design, TOPTICA presents itself in a modern, independent, and authentic way.

About TOPTICA

TOPTICA has been developing and manufacturing high-end laser systems for scientific and industrial applications for more than 20 years. Our portfolio includes diode lasers, ultrafast fiber lasers, terahertz systems and optical frequency combs. TOPTICA today has 450 employees in 6 commercial entities with a consolidated group revenue of 100 Mio € (about 107 Mio \$).

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[Image:](#)

Dr. Wilhelm Kaenders (left) and Dr. Thomas Renner (right) present new TOPTICA logo and brand design at LASER World of Photonics in Munich