

# bedraGISCO™, Inc.

## A New Sales and Support Company in the USA

For many years, Bedra, the first-class German wire manufacturer, has been providing the EDM market with high quality wire products designed and manufactured with productivity in mind. Recently, Bedra founded a daughter company, bedra-GISCO™, Inc.. The new subsidiary will provide the United States EDM market with incomparable customer service, sales and marketing support, and logistics management for all bedra-GISCO EDM wire sold in America.

Bedra has always been the manufacturing part of wire products distributed by Gisco. The high-quality that every wire user has come to expect, along with the cutting-edge innovations that distributors, OEMs and customers have enjoyed for many years, will not change. By being based in the USA, the new company brings distributors and end users even closer to the manufacturer— Bedra— enabling better technical support for this critical part of their business. This enhanced level of support will ensure that all customers are making the best possible choices in the wire that they use on all of their EDM work. And these choices will help maximize productivity in today's competitive, global environment.

For bedra-GISCO distributors and OEMs, this partnership guarantees exceptional support in the United States. Alex Momm serves as Sales & Marketing Manager; Nadja Zschommler serves as Sales & Marketing Associate; and Anthony Caruso will serve the new company in the position of Product Management & Technical Support. This qualified team, along with input from Bedra, offers distributors and OEMs fast and efficient problem solving, and a unified approach to the American marketplace.

For bedra-GISCO customers, this partnership guarantees an improved customer relationship with consistent support from their distributor and the manufacturer. Additional benefits are fast and efficient service with a focus on solving any implementation or use issues, and the development of new products based on their market's needs.

A dedicated staff is now in place in both Germany and the United States. A full service web-site, [www.bedraGisco.com](http://www.bedraGisco.com) is being developed to support both distributors and customers, with complete product information and the most efficient wire use recommendations. All new marketing and introductory materials are being distributed. The newly-formed company, bedra-GISCO, Inc. is now in-place, and ready to assist the EDM market in the USA, taking it to the next level of wire EDM efficiency and maximum productivity.



*bedra-GISCO is featuring its next generation coated wire technology — TOPAS Plus. Customers who have made the switch are experiencing optimized efficiency, high precision and surface quality, combined with excellent cutting rate.*

**Visit us at IMTS, Booth #4058**