

## Pressemitteilung / Press Release

Guntramsdorf, 11.11.2014



### **Josef Kampfer is the new director of marketing and public relations at KAHLES - THE RIFLESCOPE PIONEER SINCE 1898**

Josef's interest in optics started at a very early age. Growing up in the Carinthian Alps he has always been an outdoors man and avid sport shooter. From this he developed his joy of nature and wildlife observation and the enthusiasm for hunting and shooting sports.



During his career he has worked for other well-known international brands and companies within various industries. He started to work for KAHLES in July of 2013. After approximately a year as a Marketing and PR manager, he took now over the responsibility for all marketing and communication worldwide.

In addition to the entire KAHLES product portfolio, he will be focussed on developing global brand awareness for the world's oldest and still existing riflescope manufacturer. It is his goal is to educate customers and partners about the unmatched quality and innovation KAHLES offers in every product. His latest educational background is a university degree in Marketing & Sales Management of the University of Economics and Business in Vienna.

#### Contact:

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High-resolution images are available here: [www.kahles.at/eng/company/press/press-pictures](http://www.kahles.at/eng/company/press/press-pictures)

#### **KAHLES - The riflescope pioneer since 1898**

In past history KAHLES has set many milestones and is the original pioneer in riflescope development. The strong market position of KAHLES is not only based on historical work, but also on sustainable and innovative development and production in Austria. Each KAHLES product is developed, manufactured and tested based on the highest quality standards in our new production facility in Guntramsdorf. Our talented and dedicated team - include optical, design and mechanical engineers, toolmakers and precision machinists, manufacturing the finest products with the tightest tolerances to the highest technical level of precision and design.

#### **KAHLES. Never miss THE MOMENT!**

With this defined goal in mind we develop and manufacture rugged, high quality optical products that allow users precise targeting and observation at the crucial moment.

**Mag. Robert Artwohl**  
Geschäftsführer / CEO

**KAHLES Gesellschaft m.b.H.**  
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