

COMPANY PORTRAIT

Long version

Reichle & De-Massari AG (R&M), Wetzikon (ZH), is an independent Swiss family business with 55 years of experience in the information and communications technology market. Since its founding in 1964, R&M has grown into one of the leading providers of connectivity solutions for high-quality communication networks. The company contributes significantly to operational reliability and safety in voice, data and video transmission worldwide with its copper and fiber optic systems. As a system provider, R&M strives to develop optimum functionality and, most importantly, to satisfy the highest quality criteria. R&M also delivers maximum convenience in installation and maintenance.

R&M solutions are compelling in their ability to deliver excellent availability and cost-effective network operations. With its high product quality and forward-looking system design, R&M ensures that networks are fit for the future and that investments remain sound in the long term. R&M connectivity solutions are used in offices, data centers, by network operators, in homes and in industry. R&M helps individuals and organizations to communicate quickly and efficiently without limitation. The company is driven by and passionate about inspiring customers and partners with relevant connectivity solutions which provide real benefits.

R&M is a leader in the Swiss market and one of the top three players in Europe and the Middle East. The company is represented by its own marketing organizations in over 40 countries on all continents. In 2019 R&M recorded sales of CHF 276.7 million. R&M currently generates 82 percent of its sales abroad.

The innovative power of the company is evident in its R&D ratio. R&M annually invests 3.6 percent of sales in research and development. 25 percent of total sales are achieved with products less than three years old. The company has over 100 international patents and is active in a variety of international standards bodies. Development work generally revolves around new concrete market and customer needs.

The company has special experience and skills in the manufacture of connection and distribution equipment (connectivity) for copper and fiber optic networks (fiber optic technology). R&M offers solutions based on these technologies in three divisions: Data Center, LAN and Public Networks. Software solutions for network management and monitoring round off the portfolio. Thanks to the innovative strength of the company, R&M now covers the entire connectivity range.

R&M is one of the 500 largest companies in Switzerland and has 1300 employees. The company was founded in 1964 and is wholly owned by Martin and Peter Reichle who are represented actively in the Board of Directors. The dynamic company is managed by Michel Riva, CEO; Andreas Rüsseler, CMO; Markus Stieger-Bircher, COO; Stefan Grätzer, CTO and Patrick Steiner, CFO.



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