



THE COMPANY

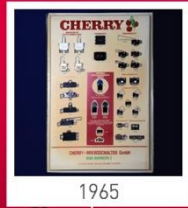
THE CHERRY HISTORY



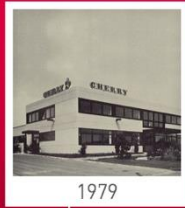
1953



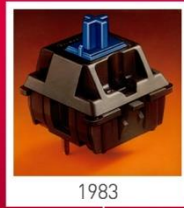
1963



1965



1979



1983



1997



1998



2015

1950

1960

1970

1980

1990

2000

2010

Walter L. Cherry, founder of CHERRY Corporation. In 1953 he laid the foundation for a classic American success story, which has continued in Germany. The ancestors of W. Cherry, originally "Kirsch", changed their names to "Cherry" during their emigration to America in WW2.

After humble beginnings in Germany in 1963 the company built its own production and administrative building in Bayreuth in 1967. In 1979 CHERRY moved into the newly built plant in Auerbach.

CHERRY and the first products. Whether basic, snap-action and rotary switches, or selector switches and input keyswitches. It's a textbook success story – from a business operating out of a garage to a global player.

In a festive ceremony, CHERRY's new headquarters and Factory 1 were inaugurated and opened on Friday 19 October 1979. A cherry tree was planted as a symbol of growth.

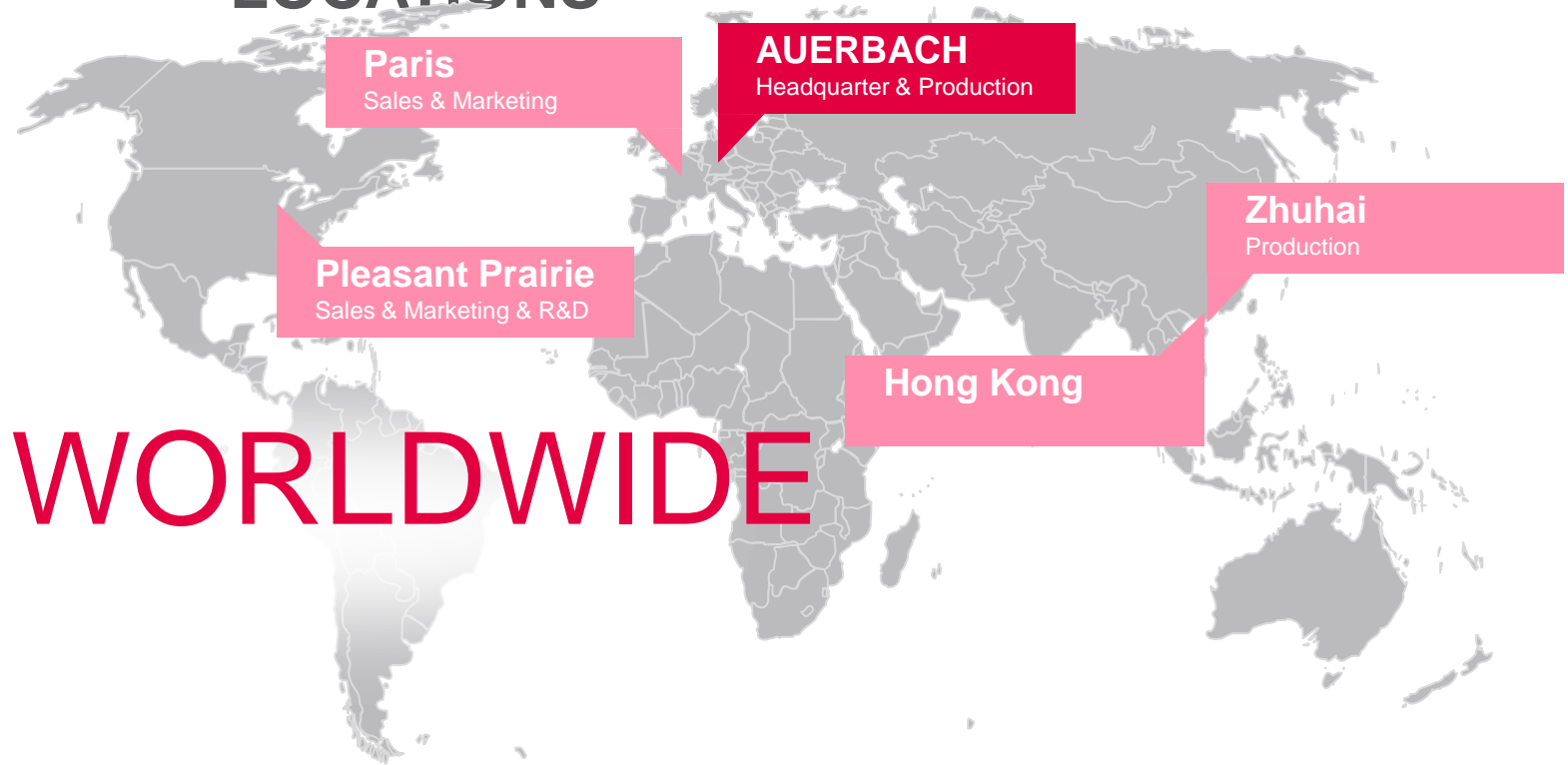
The "MX" keyswitch – a milestone and model of success. The first module – introduced by CHERRY in 1983 – is still produced by the millions and used in many keyboards. It guarantees the reliability that is so typical for CHERRY.

Helmut Kohl, German chancellor from 1982 to 1998, had the technological leader in the sector show him the company's innovations in sensor technology.

Angela Merkel visits CHERRY at CeBIT 1998 in Hanover. As Minister for the Environment, Nature Conservation and Nuclear Safety, she was especially interested in the first ecologically-oriented keyboard from CHERRY.

In 2015 CHERRY introduces the MX BOARD 6.0. With CHERRY RealKey technology, it's possible for the first time to transmit the signals from every key on the keyboard to the PC within a millisecond – and even all at the same time.

LOCATIONS



WORLDWIDE

THE CHERRY B2B PRODUCT PORTFOLIO



OFFICE



eHEALTH



SECURITY



INDUSTRIAL



POS/POT

Standard products for the office

Complete solutions for the health sector

Uncompromising security (cards)

Products for highest requirements

Intelligent solutions for your customer contact

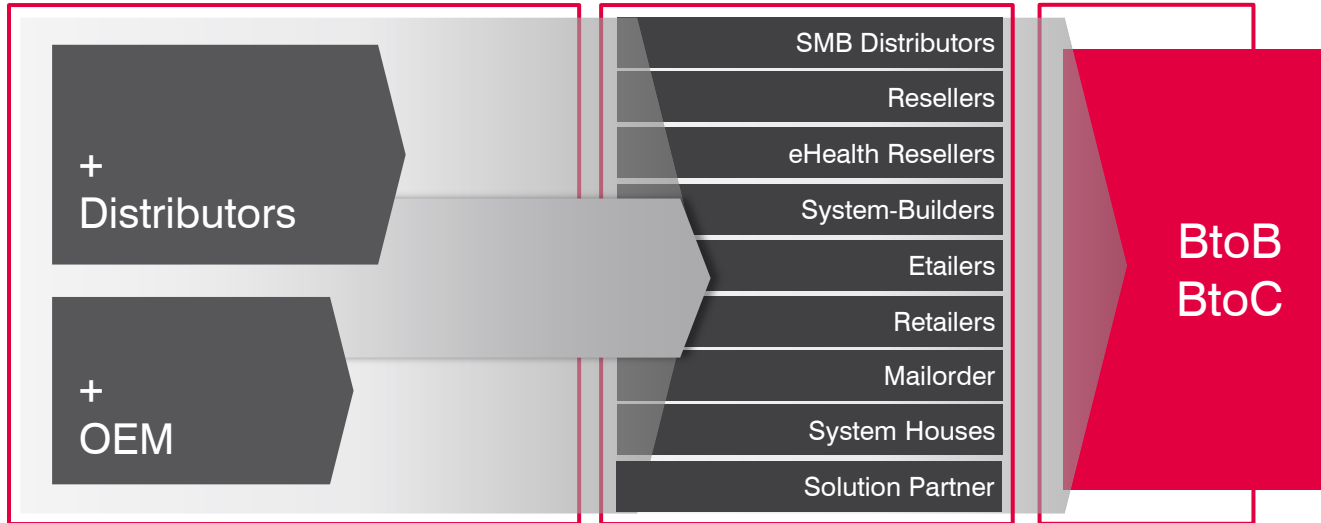
CHERRY SALES CHANNEL

CHERRY MULTICHANNEL

Managed
Partners

Certified or
Served Partners

End Customers



CERTIFIED PARTNERS

YOUR BENEFIT

- Direct Person of Contact for you and your Subsidiaries
- Partnership Agreements
- Bonus Programmes
- Marketing Development Funds
- Attractive Project Conditions via CHERRY Distributor
- Sales Trainings
- Use of the CHERRY Certified Partner logo
- Listing on CHERRY Website
- CHERRY Communication Package (product information, samples,...)
- CHERRY Newsletter

CHERRY PARTNER PROGRAMME

SILVER PARTNER

10.000/year

GOLD PARTNER

50.000/year

PLATINUM PARTNER

200.000/year

HERAUSFORDERUNGEN

BENEFITS für FACHHÄNDLER

- Direct Person of Contact
- Attractive Project Conditions via CHERRY Distributor
- Use of the CHERRY Certified Partner logo
- Listing on CHERRY Website
- CHERRY Communication Package
- CHERRY Newsletter

Was fehlt?

- Sales Trainings
- Channels

MERCATEO UNITE

UNSER PARTNER Softech GbR

Wir über uns

- Wir sind eine PC Werkstatt mit Ladengeschäft und bieten Ihnen kreative IT-Lösungen aus einer Hand. Lass dich in unserem Ladengeschäft beraten oder hole deinen im Onlineshop bestellten Einkauf direkt vor Ort ab - wir freuen sich auf dich.

IT Komponenten

- Verkauf von Computer, Notebook, Monitor und Tastatur/Maus
- PC Service und Computer Hardware Reparatur

Dienstleistungen

- Beratung und Konzeption, Verkauf, Einrichtung, Wartung und Pflege - vom Einzelarbeitsplatz bis zum Netzwerk

CHERRY

