

Baar, September 2025

Valued Primelco Partner

Primelco Visual Data AG and Primelco System Device AG have been successfully operating in the Swiss market since 1988.

Effective July 1, 2025, the Schenkel family has transferred all of its shares to the Taiwanese technology company and long-standing partner Winmate Inc.

The two companies have been fully integrated into the Winmate Group, giving them access to expanded resources. They benefit from an expanded portfolio of products, services, and development opportunities. This step creates the foundation for sustainable growth and additional potential along the entire value chain.

The strategic direction of the companies remains unchanged. We will continue to make targeted investments in our Swiss location, our employees, and our resources. Reto and Patrik Schenkel will continue to lead the management team. Your trusted contacts will be at your side as usual.

The needs of our customers and partners remain our focus. From the initial contact to the repair, our experienced, long-standing team will support you.

Primelco Visual Data AG remains your reliable Swiss partner for industrial computing and touch systems. Your requirements remain our top priority. Development, production, and service will remain in Switzerland and will be systematically expanded. At the same time, we now benefit from the additional resources and synergies within the group.

Primelco System Device AG remains your competent value-added distributor for POS and Auto-ID products. The strategic partnerships with our manufacturers will continue unchanged.

However, as part of the integration into the Winmate Group, the distribution of 4POS products was unilaterally terminated. As a founding member and long-standing distribution partner of this brand, we deeply regret this decision.

Winmate Inc. is a leading global provider of rugged computing and embedded solutions. Since its founding in 1996, the company has specialized in various industries, including transportation, logistics, industrial automation, healthcare, marine, and defense.

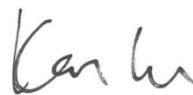
Winmate offers a wide range of products, including rugged tablets, panel PCs, industrial displays, vehicle computers, IoT gateways, and embedded systems. The company places particular emphasis on quality – all products undergo extensive testing and meet international standards and certifications.

We are happy to answer your questions at any time and thank you for your trusting cooperation.



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