

Zollner and Bluechips – two family-owned companies go hand-in-hand into the future

Strategic development of our footprint on the Asian market

Zandt, November 11, 2024

Zollner expands its business activities on the Asian market as part of a new partnership. With Bluechips Microhouse, the choice went to a company with a similar foundation as a family-owned EMS founded in 1999. With 650 employees, primarily at their headquarters in Chiang Mai, Thailand, the company operates in several overlapping industries with Zollner and possesses an increasingly global customer base with emphasis on their European, American and emerging Asia Pacific markets.

Due to the comparable spectrum of services and sectors, as well as shared values and ideals, Bluechips and Zollner have agreed upon a joint venture. With continued management from the founder, Thomas Zimpfer, the collaboration creates new opportunities for Bluechips for a sustainable continuation and development of the business. Within the framework of this collaboration, expansion of technological facilities will take place, which includes implementation of a cleanroom. This partnership will also give both companies the opportunity to combine their expertise to better serve all of their collective customers; both mutual and otherwise, for many years to come.

In the second half of 2025, Zollner will complete the acquisition of the remaining shares, whereby the senior management will remain active in the company. Zollner is also fortifying its operation in Asia with the strategically critical presence of a facility in Southeast Asia, additional to the existing locations in China. Not only does this provide access to additional capacities and modern technologies in Asia but it also allows to continue to support and expand together the already established international customer base in the Asian region with experienced employees.

Thomas Zimpfer, founder and Managing Director of Bluechips, summarizes the future alliance; "It was important for us to ensure a secure future for our people. By partnering with Zollner, we are confident that our team and our company will have the best environment to grow into the opportunities ahead. Our common goals and values will provide the basis for an exciting partnership."

Markus Aschenbrenner also looks to the future with great expectation: "Bluechips and Zollner are two family-owned companies connected by similar histories. Through organic growth because of customer service, Bluechips was able to position themselves in a foreign market environment, which is truly impressive. We are convinced that this partnership will contribute to successful expansion in Asia."

Caption 1:

The management of Bluechips welcomes the Zollner board in Chiang Mai. From left to right: Thomas Schreiner and Markus Aschenbrenner from Zollner, Sabine Zimpfer, Thomas Zimpfer, Lena Zimpfer and Inga Zimpfer from Bluechips.



Caption 2:

Ludwig Zollner (left) welcomes Bluechips founder Thomas Zimpfer (right) at the main plant in Zandt during the return visit.



Photo credit: Zollner Elektronik AG

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