

YESCO Electronics acquisition to strengthen Samsung's offering

Samsung Electronics South Africa has announced the acquisition of a leading LED sign and display manufacturer, YESCO Electronics, extending the reach of Samsung's technologies and expertise beyond large-format displays (LFDs) using LCD panels.



Mike Van Lier

YESCO Electronics was a subsidiary of the Young Electric Sign Company (YESCO), a privately-owned custom sign manufacturer. Founded in 1988, YESCO Electronics has enjoyed a rich tradition of successfully delivering both large-scale and boutique projects worldwide.

"Our partnership with YESCO has come at an exciting time for Samsung," says Mike van Lier, director of the Enterprise Business Division (EBD) at Samsung Electronics South Africa. "We've noticed an increasing demand for high-quality large-scale LED displays and this move will strengthen our existing display portfolio. It means that we'll be able to expand into new markets, including large-scale advertising and display solutions in retail, transport, entertainment and sports industries to name a few."

In light of the higher demand for LED displays that offer enhanced picture quality, energy efficiency and operational functionality, Samsung will work with YESCO Electronics to deliver durable, long-lasting displays geared for varied and extreme conditions. YESCO Electronics' proven successes include large, brilliant sign and display execution in many of the markets Samsung serves including retail, education, hospitality, corporate and transportation environments.

"The solid relationship between Samsung and YESCO will strengthen YESCO's position in the marketplace," says John Williams, CEO of YESCO Electronics. "This acquisition expands the presence of our services and systems across Samsung's vast global network, allowing a wider range of businesses to offer their customers a more impressive, eye-catching visual experience. As part of the Samsung Team, YESCO Electronics will offer a broader range of world-class products to our customers," Williams concludes.