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## Press release

### Kistler and KELLER Pressure strengthen their partnership in China

Strategic collaboration for sustainable growth

Winterthur, May 2025

The [Kistler Group](#), the global market leader in dynamic measurement technology, is stepping up its long-standing collaboration with [KELLER Pressure](#), the leading manufacturer of piezoresistive pressure sensors. The two companies, both headquartered in Winterthur, have signed an agreement that affirms their shared intention to continue expanding their strategic partnership, to strengthen synergies, and adopt a targeted approach to the ongoing development of the Chinese market.

Nowadays, China numbers among the most dynamic markets for industrial measurement technology. Demand there is being driven by the continuing expansion of intelligent manufacturing, increasing requirements for automation, and the growing need for precise and reliable measurement solutions in key industries such as the automotive, electronics and energy sectors.

For both Kistler and KELLER Pressure, this market offers vast potential for technological progress and sustainable growth. But access to the Chinese market is complex, calling for in-depth local know-how and the development of long-term customer relationships.

#### **Complementary strengths: pooling expertise to develop the Chinese market**

Both partners are contributing their respective strengths within the framework of their expanded cooperation. Kistler has a broad-based sales and service network at its disposal; it also maintains customer relationships going back many years, and has extensive knowledge of the market in China. For its part, KELLER Pressure complements Kistler's product portfolio by offering high-precision piezoresistive pressure sensors.

Piezoelectric sensors are particularly suitable for measuring highly dynamic processes; piezoresistive sensors, on the other hand, are ideal for precise measurements of long-term stable static and gradually changeable pressures – examples include air pressure in aircraft cabins or filling levels of tanks and bodies of water. This combination of piezoelectric and piezoresistive sensors yields comprehensive measurement technology solutions to meet the specific requirements of Chinese customers – ranging from measurement technology for research and development through to industrial series applications. As an additional benefit of the partnership, training and support activities in China are to be expanded and driven forward to give customers even better local support.

### Long-standing partnership as the basis

The signing of the new accord marks a significant milestone in a partnership that has already been in place since 2008: the latest agreement places the collaboration on a new strategic footing.

Kistler has been able to achieve continuously increasing sales of KELLER Pressure products in the Chinese market over recent years. Once the expanded partnership is implemented successfully in China, it can pave the way for further joint activities in other Asian markets.

“By strategically stepping up our collaboration, we are sending out a clear signal for long-term growth in a key market,” according to Marc Schaad, CEO of the Kistler Group. “Our customers in China will thus benefit from even deeper market penetration as well as optimized solutions for their specific applications.”

Tobias Keller, CEO of KELLER Pressure, also emphasizes the importance of the collaboration: “Thanks to our cooperation with Kistler, we can take a targeted approach to bringing our know-how into the Chinese market, and we can tap into new growth potential. Together, we offer a unique product portfolio that delivers maximum precision and quality.”

### Image material (please name the Kistler Group as picture source)



Signing ceremony in Winterthur: Marc Schaad, CEO of the Kistler Group, and Tobias Keller, CEO of KELLER Pressure, set the seal on the strategic expansion of their partnership for the Chinese market.

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#### About KELLER Pressure

KELLER Pressure was founded in 1974 by Dipl.-Phys. Hannes W. Keller, inventor of the integrated silicon measuring cell, and is a market leader in the production of isolated pressure transducers and transmitters. This wholly family-owned Swiss company operates internationally, and employs around 500 people. All the company's value creation takes place at its headquarters in Winterthur, where 1.3 million measuring cells are produced every year. Consequently, KELLER Pressure's



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entire product portfolio carries the 'Swiss made' quality label – embodying the Swiss understanding of quality, functionality and reliability.

#### **About the Kistler Group**

Kistler is the global market leader for dynamic pressure, force, torque and acceleration measurement technology. Cutting-edge technologies provide the basis for Kistler's modular solutions. Customers in industry and scientific research benefit from Kistler's experience as a development partner, enabling them to optimize their products and processes so as to secure sustainable competitive edge. Unique sensor technology from this Swiss corporation helps to shape future innovations not only in automotive development and industrial automation but also in many newly emerging sectors. Drawing on our extensive application expertise, and always with an absolute commitment to quality, Kistler plays a key part in the ongoing development of the latest megatrends. The focus is on issues such as electrified drive technology, autonomous driving, emission reduction and Industry 4.0. Some 2,000 employees at more than 60 facilities across the globe are dedicated to the development of new solutions, and they offer application-specific services at the local level. Ever since it was founded in 1959, the Kistler Group has grown hand-in-hand with its customers and in 2024, it posted sales of mCHF 448. About 9 percent of this figure is reinvested in research and technology – with the aim of delivering innovative solutions for every customer.