

Press Release

Basel, Switzerland, June 1, 2015

## **Euro Payment Now for Karger Customers in the Entire Eurozone**

**Karger Medical and Scientific Publishers offers its customers in the entire euro monetary zone from July 1, 2015 the option to purchase its publications in euro. The Swiss-based and globally active family-run publishing company, which is celebrating its 125th anniversary this year, made this decision after the suspension of the fixed euro exchange rate of the Swiss franc in mid-January.**

Until now, the digital and printed publications of Karger Medical and Scientific Publishers in Basel, Switzerland, could only be paid for in euro by customers based in Germany. This was for historical reasons: the D-mark was a "house currency" of Karger prior to the European single currency; the publishing company was founded in 1890 in Berlin and has one of its main offices in Freiburg im Breisgau, Germany. As of July 1, customers in the entire euro monetary zone have the option to purchase Karger publications in euro.

"In extending the payment in euro to the entire eurozone, we make a concession to our customers in all countries with the European single currency, which are affected by the currency fluctuations", says Gabriella Karger, who leads the family-run company S. Karger AG in the fourth generation. Karger Publishers took this decision after the Swiss National Bank suspended the fixed euro exchange rate of the Swiss franc on January 15, which made it soar in value against the euro.

### **Attaching great value to direct contact with customers**

"Payments in euro affect our business volume negatively", CEO Gabriella Karger has stated. Furthermore, the headquarters being in Switzerland, the publishing house covers all its costs in Swiss francs. "The current situation, with the franc being practically one-to-one with the euro, is obviously affecting us", which she goes on to explain: "As we export 95 percent of our publications, we regularly review our policy with regard to other currencies." Karger Publishers is in "very personal and continuous contact with our customers on these issues".

### **125 years Karger Publishers**

On the occasion of its anniversary in 2015, Karger has made all its book titles since its foundation in 1890 available online and presents Highlights and Special Publications spanning 125 years on the Karger site.

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125 years Karger Publishers: [www.karger.com](http://www.karger.com).

**Karger Publishers** in Basel, Switzerland, is a globally active medical and scientific publishing company. Independent, and family-run in the fourth generation, Karger Publishers is dedicated to serving the information needs of the scientific community with publications of high-quality content, covering all fields of medical science. Karger Publishers puts great emphasis on direct and personal relationships with all partners. The editors-in-chief, working in the fields of basic and clinical research, ensure the scientific excellence. [www.karger.com](http://www.karger.com)

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