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## **DEHN opens a national subsidiary in the Netherlands**

**DEHN continues to focus on the internationalisation of sales activities. DEHN has been active in the Netherlands for decades. In January, it opened its own company DEHN NEDERLAND B.V. in Amersfoort. The aim is to intensify marketing activities and support customers when marketing on a local level.**

The company, founded in 1910 in Nuremberg, is now run in the fourth generation and active in over 70 countries worldwide. The DEHN product portfolio includes surge protection for energy and information technology systems, lightning protection and earthing solutions and safety equipment.

Over the last few decades, DEHN's activities in the Dutch market were handled by sales partners and agencies. Now the aim is to strengthen relations with this neighbouring country and further develop the market. An own subsidiary strengthens DEHN's presence in the region, improves customer proximity and simplifies order processing.

The national subsidiary will be run under the name DEHN NEDERLAND B.V.. The Managing Director is Peter Teunis who has many years' experience in the Dutch market. An account manager and management assistant have already been familiarised with their tasks whilst the rest of the team is still being established.

The development of the national subsidiary bears evidence to DEHN's growth worldwide. This strategic investment is yet another clear indication of DEHN's commitment to internationalisation and the market.

"The new subsidiary enables a direct dialogue with our customers making it possible to react faster to their demands and even identify them in advance – we speak the same language as our customers," said CSO Helmut Pusch in his speech at the opening.

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**DEHN is a leading, globally active family-owned company for electrotechnology** with almost 1,800 employees worldwide. DEHN offers innovative products and solutions as well as comprehensive services in the field of **surge protection, lightning protection and safety equipment**. The focus of DEHN's activities is protecting plant and building technology; transport, telecommunications and process industry systems; or photovoltaic systems and wind turbines in addition to countless other applications. The company's continuous growth is based on more than 100 years of tradition and experience as well as the highest quality standards and consistent customer and market orientation.

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