

Festo positions itself in the market with four new sales partners

Expansion of the Official Partner network enhances market presence, product availability and service

Since July 2021, Festo has seen its Official Partner network grow by no fewer than four new first-class companies. The automation specialist is partnering with Leise GmbH & Co KG, Lippold GmbH, Voortmann GmbH & Co KG and Weik Automation GmbH to expand its market presence.

Hybrid consumer behaviour – buying goods from different sources – is now the norm, both in the capital goods market and in the consumer goods market. What this means is that products and solutions for which the customer needs advice are usually purchased directly from the manufacturer, whereas standard products are procured from distributors using lean processes. Market leader Festo has embraced this trend since 2016, and offers machine and system builders as well as end customers in Germany additional official buying sources for pneumatic and electric automation technology from the German market leader that is Festo. In addition to direct sales through sales engineers and regional sales offices, there are now also 18 official sales partners offering automation technology from Festo. The company has a global reputation for innovation and technology, and is constantly coming up with ideas in the field of intelligent automation. The automation specialist's objective is to maximise its customers' productivity and competitive edge in factory and process automation. Through the expansion of the Official Partner network, Festo customers can now access the comprehensive portfolio of the automation specialist even more easily, and increase their productivity.

Quality first

When it comes to choosing sales partners, the focus is on more than just regional coverage. "It is much more important for us to have partners by our side who offer customers expert knowledge and service. The quality of the partners is our priority. When choosing partners, we place a lot of importance on working exclusively with partners who meet our customers' expectations of Festo as a market leader," says Jörg Kipper, General Manager Festo Cluster DACH. Customers who work with Festo partners benefit from an extensive choice, trained personnel, first-class and fast service and easy access to Festo products. Sales partners enjoy comprehensive support from Festo corporate head office, and can pass this on directly to their customers. By working together, Festo and its partners are on track for success.

Expansion of the network

The expansion of the Official Partner network throughout Germany remains the focus for Festo. "Even though we massively expanded our partner network in recent years, we will continue to attract more partners and in this way augment our direct sales going forward," says Thomas Otto, Head of KAM Distribution.

A brief portrait of our four new business partners:

Leise GmbH & Co. KG

The name Leise has stood for quality and service for more than four generations now. Based in

26. July 2021

Responsible
according to press
law:
Christian Österle



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Coburg, the company is a family-run, customer-oriented wholesaler for industrial technology and motor vehicle parts. Leise has built its reputation on values such as high-quality products, competence service and advice as well as fast delivery.

Lippold GmbH

For more than 85 years, the Hamburg-based company Lippold has been developing reliable and economical solutions for its customers in the areas of hydraulics, pneumatics and drive technology as well as in seal technology. Its expertise lies in the areas of ship, industrial and press hydraulics as well as hydraulic steelwork and test rig and refinery technology. Lippold's competence portfolio covers the entire supply chain, from consulting, engineering, manufacturing, assembly, maintenance, plant expansion and general overhaul to the development of combined engineering and logistics solutions in seal technology.

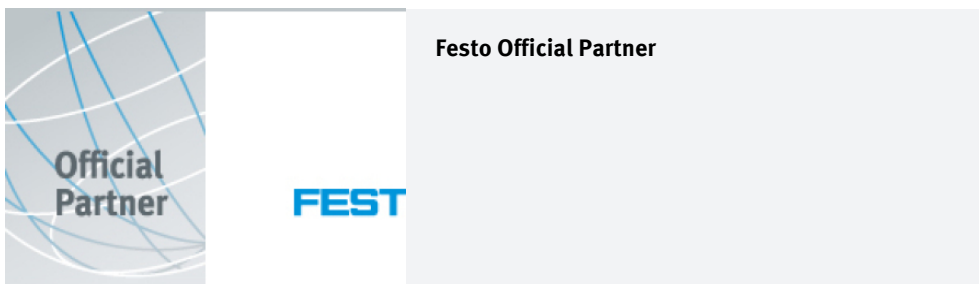
Voortmann GmbH & Co. KG Steuerungstechnik

A family-run company with its roots in the region of Issum am Niederrhein for over 35 years, Voortmann is a reliable partner in pneumatics, hydraulics, electrical engineering, compressed air and loading technology. The objective of this service specialist is always to offer its customers the best possible service and the right solutions. It does this through competence, customer orientation and the highest standards of efficiency and machine safety.

Weik Automation GmbH

Weik Automation in Reutlingen has been making a name for itself in the south west of Germany for almost 60 years. The company has an excellent network and can rely on the potential and experience of two generations. Customers enjoy a competitive advantage thanks to superior competence in consulting, application and implementation. Weik Automation attaches importance to lasting partnerships as the best way of creating the perfect solution for every application.

Press Images





Festo Company and Leise Company

Presentation of the Official Partner Certificate to Leise GmbH & Co KG



Festo Company and Lippold Company

Festo and Lippold GmbH at the presentation of the Official Partner Certificate



Festo Company and Voortmann Company

Festo and Voortmann GmbH & Co KG at the presentation of the Official Partner Certificate



Festo Company and Weik Automation Company

Festo and Weik Automation GmbH at the presentation of the Official Partner Certificate



AutomationCenter 1

AutomationCenter - the headquarter of Festo Vertriebs GmbH in Esslingen.

About Festo Germany

Festo is a global player and an independent family-owned company with headquarters in Esslingen am Neckar, Germany. Festo has set standards in industrial automation technology and technical education ever since its establishment, thereby making a contribution to sustainable development of the environment, the economy and society. The company supplies pneumatic and electrical automation technology to 300,000 customers of factory and process automation in over 35 industries. The LifeTech sector with medical technology and laboratory automation is becoming increasingly important. The products and services are available in 176 countries. With about 20,800 employees in over 250 branch offices in 61 countries worldwide, Festo achieved a turnover of around €3.81 billion in 2022. Each year around 7 % of this turnover is invested in research and development. In this learning company, 1.5 % of turnover is invested in basic and further training. Festo Didactic SE is a leading provider of technical education and training and offers its customers worldwide comprehensive digital and physical learning solutions in the industrial environment.

Festo Vertrieb GmbH & Co. KG is one of 61 sales companies in the Festo group. As an independent sales company, Festo Vertrieb GmbH & Co. KG is responsible for market development in Germany with the aim of achieving maximum productivity and competitiveness for customers in factory and process automation. With over 800 employees at 11 locations and 33 official sales partners, the wholly owned subsidiary is present for customers throughout Germany.