

## 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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images.

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.

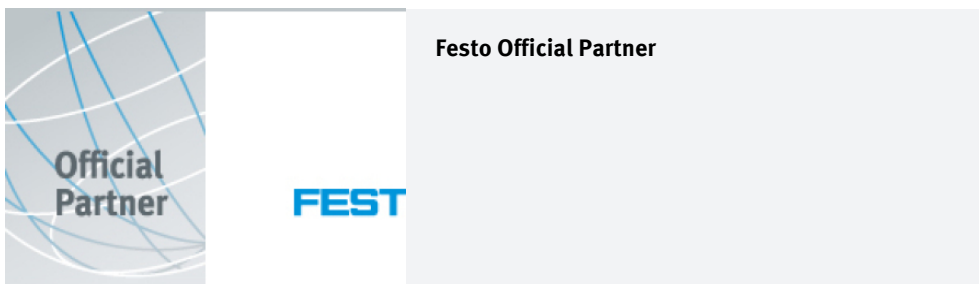
#### **Voortmann GmbH & Co. KG Steuerungstechnik**

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.