

German company offers representation and distribution for electronic and electromechanical components and assemblies

Summary

Profile type	Company's country	POD reference
Business request	Germany	BRDE20220328052
Profile status	Type of partnership	Targeted countries
PUBLISHED	Supplier agreement	• World
Contact Person	Term of validity	Last update
Tim Zebahl	28 Mar 2022 28 Mar 2023	28 Mar 2022

General Information

Short summary

A northern German SME is a well established representative and distributor of active and passive electronic components as well as electromechanical components and assemblies to a diversity of industries. To complement the portfolio, the company is offering cooperation in form of commercial agency and distribution services agreements covering the northern half of Germany to producers of electronic components such as sensors, magnets, relays, clamps, switches and fuses.

Full description

A German SME, family owned in third generation, is supplying electronics and electromechanical components and assemblies to industrial players in the northern half of Germany since more than 70 years. The company supplies a variety of sectors with standard and customized items. Areas of focus are medical technology, industry electronics, specialized machinery, safety engineering, special purpose vehicles (lift trucks, agricultural machinery, cleaning machines), marine technology, renewable energies and aviation. Geographical range of sales is the northern half of Germany down to river Main.

The company has no own production but entirely focusses on sales with two business units: agency and distribution. For many clients, the combination of both is convincing - they can purchase standard items through distribution unit and for more specific and customized products contact the agency. An own warehouse in Hamburg guarantees shortterm delivery.

Employees within agency unit all have a professional background in engineering and thus can give in-depth advice on

technical problems and find solutions for customized needs. All employees have a high level of technical knowledge. The company's backoffice is accessible at any time. The company is certified according to DIN ISO 9001:2015.

The company is already acting as agency for prestigious manufacturers, covering a wide range of electronics products. To complement the portfolio the company IS INTERESTED IN contacts to producers of SENSORS, MAGNETS, RELAYS, CLAMPS, SWITCHES and FUSES.

The company is NOT INTERESTED in contacts to producers of products already covered in the portfolio, these are:

- power supplies
- electrical installation technology
- circuit boards
- displays
- cable assembly
- heat sinks
- chokes and transformers
- safety shut-down controls
- electronics for control cabinets
- semiconductors
- electrical resistors
- keyboards

Advantages and innovations

Technical specification or expertise sought

Producer of SENSORS for industrial automation applications. Expressions of interests from manufacturers of sensor technology related to position, motion control, torque value, temperature, pressure, humidity, flow and filling level are very welcome. MAGNETS Lifting magnets, magnetic latching, electromagnets. And further, RELAYS, CLAMPS, SWITCHES and FUSES

Stage of development

Already on the market

IPR Status

No IPR applied

Sustainable Development goals

- **Goal 8: Decent Work and Economic Growth**
- **Goal 9: Industry, Innovation and Infrastructure**

Partner Sought

Expected role of the partner

Partners sought are producers of sensors, magnets, relays, clamps, switches or fuses that are looking for a sales representative and/or distribution partner for northern part of Germany

Type of partnership

Supplier agreement

Type and size of the partner

- **SME 50 - 249**
- **SME <=10**
- **SME 11-49**
- **Big company**

Dissemination

Technology keywords

- **09001009 - Sensor Technology related to measurements**
- **01002001 - Micro and Nanotechnology related to Electronics and Microelectronics**
- **02007010 - Metals and Alloys**
- **06005002 - Sensors & Wireless products**
- **02009021 - Switches and wiring**

Targeted countries

- **World**

Market keywords

- **03004003 - Other electronics related equipment**

Sector groups involved

- **Healthcare**
- **ICT Industry and Services**
- **Aeronautics, Space and Dual-Use Technologies**
- **Maritime Industry and Services**
- **Intelligent Energy**