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DEHN founded sales company in Sweden

The Scandinavian economy has been experiencing growth for many years. Despite the small population, the region is home to more and more high-quality companies. In order to serve these markets even better, DEHN, as one of the world's leading suppliers of surge protection, lightning protection, earthing and safety equipment, has founded its own sales company in Sweden to commence operations on 1 April 2023. The company is thus consistently maintaining its international orientation. In future, DEHN Sverige AB will focus in particular on the areas of railways, electric mobility, energy storage and high-quality building technology for data centres, hospitals and industry, as well as renewable energies.

"We are delighted that Johan Bäckman – a proven expert in lightning and surge protection with many years of experience in our business – is taking on the role of Managing Director locally", enthuses Helmut Pusch, CSO of DEHN SE. "Through his work as chairman of the Technical Committee TC81 for Sweden, which takes a lead role in developing the international lightning protection standards, he is very well connected in the market. We will benefit from this from day one".

DEHN Sverige AB will not only expand business in Sweden from the base in Stockholm, but actively raise the profile of the DEHN brand in Scandinavia as a whole. The expansion of activities to the Swedish market makes it possible to adapt sales to country-specific conditions in the entire Scandinavian region and to engage in active local marketing.

"It is fantastic and an exciting challenge to be able to offer the Swedish market high-quality solutions in the areas of lightning and surge protection in the future. Our in-house expertise on these topics is unique and will help us enormously in the exchange with our clients. My team and I are very much looking forward to taking on this task at DEHN", says Johan Bäckman, Managing Director DEHN Sverige AB.

Euro Energy Components AB (EEC) will continue to be DEHN SE's exclusive distribution channel for safety equipment while also acting as a partner for surge protection, lightning protection and earthing/potential equalization in the Swedish market. "With DEHN entering Sweden with its own company and a highly competent team in this field, we at Euro Energy see clear synergy effects and good opportunities to increase our presence on the market together" says Joakim Elm, CEO at Euro Energy Components AB.

Press release



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About DEHN SE

DEHN SE is a leading, globally active, family-owned company for electrical engineering with around 2,300 employees worldwide and provides innovative products and solutions as well as comprehensive services in the fields of surge protection, lightning protection and safety equipment. DEHN focusses on protecting plant and building technology, transport, telecommunications and process industry systems, photovoltaic systems and wind turbines alongside many other applications. The company's continuous growth is based on more than 100 years of experience as well as the highest quality standards and consistent customer and market orientation.