

Sales efforts in
Northern Europe strengthened

Beckhoff subsidiary established in Denmark

→ With the establishment of a Danish subsidiary in early January 2005, Beckhoff has further strengthened its sales efforts and product support in Northern Europe. Like their Scandinavian counterparts in Finland, Sweden and Norway, customers in Denmark now also benefit from direct Beckhoff support.



Since January, sales to Norwegian companies are also handled directly by Beckhoff. With branches in Täby near Stockholm, Gothenburg and Malmö, Beckhoff Sweden supports customers in nearby Norway with automation solutions.

Claus Clausen, managing director of the Danish Beckhoff subsidiary

Beckhoff has been active on the Danish market since 1998, and its "New Automation Technology" can be found in numerous industrial sectors. The new subsidiary will further strengthen the Beckhoff sales and support efforts and reinforce local customer orientation. The newly established subsidiary is located in Glostrup, a suburb of Copenhagen. Claus Clausen, managing director of the Danish Beckhoff subsidiary: "A further office in Jütland will expand our distribution network to western Denmark. One of our main aims is optimum support and close contact with customers."

"The whole range of Beckhoff products is very interesting for the Danish market, and I am confident that the technology will continue to spread and go from strength to

strength," said Claus Clausen. "Our sales activities currently focus on mechanical engineering companies that either operate locally or are subsidiaries of large, international companies. Another important area for us are end customers of automation products from the production, foodstuff and process industries."

Claus Clausen is an experienced engineer who is familiar with the Danish automation industry. He has extensive know-how in project design, sales, marketing and management. SattControl and Alfa Laval Automation (now ABB) were important landmarks in his professional career. During recent years, Claus Clausen worked as a consultant for the automation industry.

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