Press release

Pöttinger adjusts dealer network in Denmark

For Pöttinger, the Austrian family owned company, Denmark has been an important market for many years. Since autumn 2015 Lars Andreasen, a Pöttinger employee with extensive experience in Customer Services, has been responsible for sales. At the beginning of April 2016 the company established a sales subsidiary - Pöttinger Scandinavia ApS - with its headquarters in Copenhagen.

Pöttinger is believing in a strong private dealer network with a close co-operation and focus on the whole product range. Therefore we have to announce an adjustment of our Danish dealer network, because we had to take the decision to separate from Semler Agro and Ole Jakobsen. The strategy of these two companies is going into another direction which is not suiting to the product offering from Pöttinger. PÖTTINGER Scandinavia wants to use the oppurtunity to say thanks for the co-operation in the past and wishes these two companies all the best for the future.

"With the adaption of the dealer structure in Denmark, we intend to focus more closely on tillage and seed drills. Our customers should get the best support for the whole product range at our strong existing Pötttinger dealers", says Christoph Schürz, Area Sales Manager for Scandinavia. The danish sales organisation will continue to develop the Danish dealership network in order to ensure customer care for the future. “We are already presented all over Denmark by dealers with long term relations to Pöttinger. Knowledge and know how about the products makes the Pöttinger brand stronger”, says Lars Andreasen Territory Manager for Denmark.

Experience agricultural technology live at the AGROMEK in Herning from 29th November to 2nd December at the Pöttinger booth in Hall M, stand 9650.

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