



DIRAK®

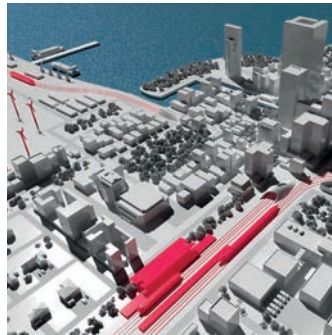
MAGAZINE

Spring/Summer 2024

**DIRAK Application Day 2024**  
Our Distributors as Welcome Guests

**Welcome to the United Kingdom**  
DIRAK Opens New Location

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# Dear Readers,

with this new edition of DIRAK Magazine, we again give you some insight into the issues that have occupied us over the past six months.

In order to strengthen our close contact with customers, we have realigned our sales organization, founded a new subsidiary in the United Kingdom and held intensive discussions with our distributors during the recent Application Day. You can find complete information on this and other news about our solutions and the DIRAK world on the following pages.

We wish you very enjoyable reading!

Kind regards,



**Lukas Ramsauer**  
Corporate Partner



**Michael Ramsauer**  
Corporate Partner



**Jens Boche**  
Managing Director of DIRAK  
Holding and DIRAK GmbH





In June 2023, our long-standing Purchasing Manager Jens Boche took over the management of DIRAK Holding and DIRAK GmbH. He has already achieved a great deal this year and focused the company even more strongly on our customers. In the following interview, he talks about these changes and other goals.

# Closer to Customers and Employees

**Mr. Boche, you have now been CEO of DIRAK Holding and DIRAK GmbH for 12 months. What was your highlight during this time?**

There is a lot of encouragement from many customers, business partners and above all our own DIRAK employees. Many people who had left us for some time have returned and are more motivated than ever before.

There is less discussion and talk and decisions are made quickly, to the extent possible. Being open with one another and addressing criticism constructively are new milestones in our communication with each other. Our young people, who often complete their training with very good grades, are also happy to continue working for DIRAK. I am very pleased about this. Our mutual respect and appreciation for one another – being "seen" – are success factors for our joint success.

**How has your everyday working life changed as a result of your new role?**

My working days have certainly become more time-consuming and longer than before. Travel activities both nationally and internationally have increased accordingly. My personal sense of responsibility has been sharpened and it is important to make the right decisions and to bear or even correct wrong decisions

accordingly. It's also nice to see what former responsibilities our many colleagues have taken on today and above all to see that new, positive changes often result from this.

**There have also been changes in the organizational structure. What does the new focus mean for our customers?**

For our customers there are now only a few, in the best case only one contact person to solve various tasks. Customers feel well advised again and feel comfortable making their purchase decision together with DIRAK. Feedback to the customer personally for solutions both small and large is always provided in a timely and coordinated manner. We never lose sight of our customers and always deliver on our promises to them exactly according to target.

**What are your goals at DIRAK?**

DIRAK itself will stand on a robust foundation, without external financing and in the family hands of the corporate partners. For us, the people we work with come first in all matters. Smart national and international investments will continue to secure our jobs sustainably in Germany and around the world in the future.

We also like to promote the development of specialists and managers, preferably from within our own ranks. We are happy to invest in training and education in all areas.

DIRAK aims to be a secure employer even in turbulent and volatile times, so it is all the better to be able to rely on its trained permanent staff at all times.

**You have been working for DIRAK since September 2001. What do you particularly appreciate about our company?**

DIRAK has achieved good growth over the years thanks to the work of many colleagues. To ensure that we can continue to grow sustainably in the future, I greatly appreciate the trust people have placed in us at all times.

We can rely on each other in good situations and especially in not so good ones.

Our open interaction with one another creates a culture that is second to none: Each work, every effort and every achievement is valued.



**Jens Boche in conversation with his employees**

# Principles of the DIRAK

**As a globally active company, we attach great importance to quality, environmental protection, energy efficiency and occupational safety – both within the DIRAK Group and throughout our entire network of customers and partners. We have clearly defined these values in the principles of DIRAK's corporate policy.**

The development, manufacture and sale of latch, hinge and fastening technology components for industry are at the heart of our company's activities. Continuous further developments, innovations and the integration of international industry experience contribute to the fact that the state of the art is significantly influenced by DIRAK. We always use the best available technology as far as this is economically feasible, cost-efficient

and technically suitable. We ensure the maintenance, modernization and further development of the energy efficiency of our plants and facilities through targeted investments.

We want to operate them safely, protect the health of employees, customers and citizens at our sites and avoid or minimize harmful effects on the environment.

We implement programs aimed at using resources sparingly and avoiding or reducing environmental pollution. We are constantly working on using energy more efficiently – either by reducing energy consumption or by optimizing the energy sources used. This is our contribution to sustainability.

High-quality products, systematic customer focus, excellent customer service and the organization of an international service and supply network are the key features of our company activities. Thinking and

**HIGH-QUALITY PRODUCTS,  
SYSTEMATIC CUSTOMER FOCUS,  
EXCELLENT CUSTOMER SERVICE.**

# Corporate Policy

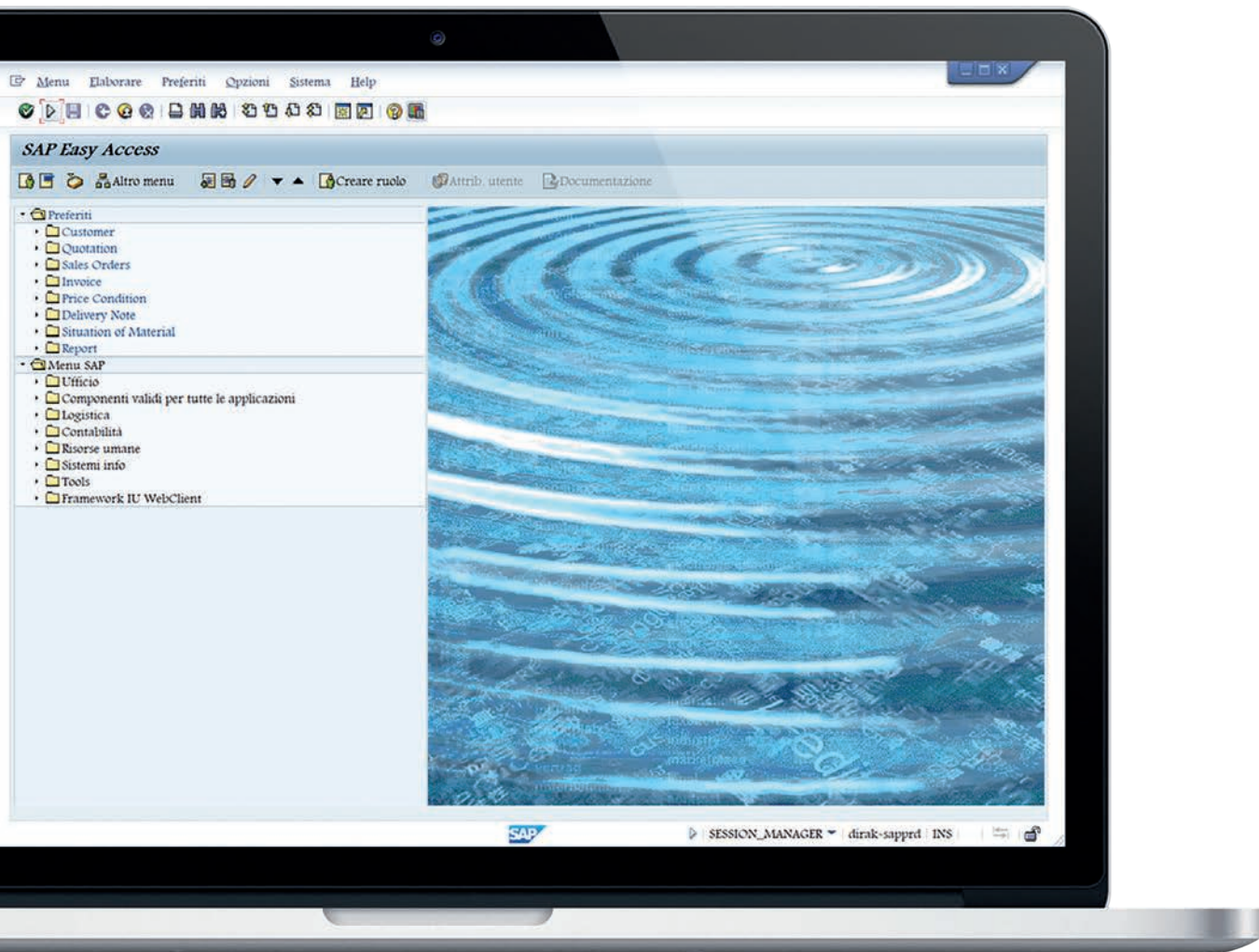
acting as partners characterizes our corporate philosophy and our corporate culture.

The personal responsibility, independence, motivation and qualifications of our employees are essential prerequisites for the successful development of our company. To this end, we continuously promote and deepen our employees' awareness of our management system consisting of quality, environmental protection, energy efficiency and occupational safety. All employees are called upon to initiate and support innovations to improve this holistic management system and thus make a significant contribution to the success of our company. The promotion of employees is the express responsibility of management. To achieve this, we set ourselves ambitious targets, monitor progress with an efficient management system and make the results visible.

Management commits itself and every employee in the company to align their daily actions with the principles of this corporate policy. All of our company's activities comply with the relevant legal requirements and fulfill at least the regulations of the responsible authorities. Compliance with this corporate policy and the continuous improvement of our management system form the basis for trusting cooperation with customers and suppliers and are regularly reviewed internally and by external experts.



# Closely Networked: DIRAK Italia is the First Subsidiary in the Direct SAP Network





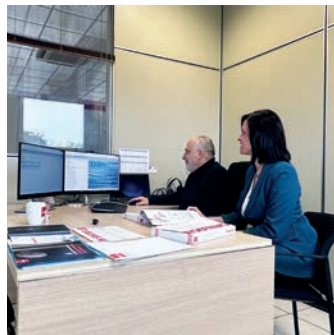
**Our subsidiary DIRAK Italia was founded just over a year ago. During this time, the site has developed very positively and has been connected to DIRAK GmbH's SAP system since March of this year. This has a number of advantages.**

Saniye Seslikaya, COO at DIRAK, actively supported the integration: "DIRAK Italia has gone live and is now firmly connected to our SAP system. This means that orders are entered directly by our sales team in Italy using our ERP system in our own company code and sales organization. In this way the requirements from Italy are directly visible in our process and our logistics, so that our Italian customers are supplied directly from our plant in Germany."

DIRAK Italia is currently being further expanded in the system. Procurement and logistics will be connected in such a way that Italy will be able to carry out all business activities independently in the future."



**Saniye Seslikaya, COO at DIRAK, managed the SAP connection of DIRAK Italia**



**Massimo Pascarella, Country Manager, and his colleague Cinzia Decarli are delighted with SAP going live**



### **SAP network for transparent and more profitable processes**

This connection gives our subsidiary the opportunity to quickly access established data, costs and documents in order to further expand its own business. "The information channels are therefore short and transparent. DIRAK Italia also benefits from our already established structures," says Saniye Seslikaya.

In addition, we pursue the target of presenting the costs and earnings position of our subsidiaries. By reducing the administrative effort and accessing purchasing sources, technical information, networks and much more in parallel, our processes become more profitable.

Further connection options for our European subsidiaries are being evaluated and implemented with the upgrade of the current SAP ERP system. Outside Europe, DIRAK India has been part of the indirect SAP network since the beginning of April 2024.

Saniye Seslikaya concludes: "This approach secures our jobs, as we can now respond to our customers' wishes even more quickly and precisely. I would like to thank the project team members, especially Ms. Daniela Bennardo, Corina Röder and Mr. Oliver Tennert, who supported the implementation of this project."



# Welcome to the United Kingdom: DIRAK Opens New Location

**WE ARE STRIVING TO  
STRENGTHEN OUR BRAND  
PRESENCE AND TAKE ON  
A LEADING ROLE.**

With DIRAK Ltd. in the UK, we have opened another location that will enable us to serve the important UK market even more effectively with solutions from our standard range. The distribution of our entire product line, consisting of solutions for latch, hinge and fastening technology, will be handled by the new location in the future. The aim is to promote the brand more broadly in the market and to offer special customized solutions and first-class advice directly on site.

"We are striving to strengthen our brand presence and take on a leading role," emphasizes Jessica Beckmann, Area Sales Manager UK. We rely on highly qualified specialists. Under the leadership of Andrew Billingham, who brings over 30 years of experience and invaluable expertise in latching solutions, our team is focused on growing our operations and expanding to become the market leader. Our technical sales engineers, Darrell Smith and Paul Lewis Shepherd, bring a wealth of market knowledge and experience to the team.

In addition to our tried-and-tested standard range, we place special focus on customer-specific requirements and expanding project business in order to ensure even better advice and closer customer loyalty. Despite the challenges posed by Brexit, we continue to see great potential in the UK and, thanks to our new location, we are ideally positioned to avoid the negative consequences of leaving the EU, such as customs duties and supply bottlenecks. The new location in the greater Birmingham area offers ideal structural conditions with generous warehouse and office space.

With the first successful deliveries to our subsidiary in the UK and the establishment of an extensive stock, our team is ideally equipped to serve and supply our local customers efficiently.

# DIRAK in the Middle of it All:

## Introducing our Internal Sales Team



Sales is usually the first point of contact for customers for all questions relating to our products and services. The DIRAK sales staff work with passion and commitment to offer our customers the best possible solution. From advice and quotation preparation to support with order processing, they are on hand with help and advice while providing support for individual requirements. Get to know the faces and areas of activity behind our internal sales teams here.



**Daniela Bennardo,**  
**Team Leader Key Account Internal**

Since the beginning of this year, the Key Account Internal team has been supporting the Key Account Managers in all phases of project processing as a reactivated team. Currently with three team members and growing, customers are supported from inquiry to order. They are supported with help and advice by fixed contact persons in conjunction with a tandem partner in the field. Personal communication creates close contact with customers, which ensures successful project processes.



**Nelli Khudoyan,**  
**Team Leader Intercompany Coordination**

The Intercompany Coordination team has been looking after DIRAK's affiliated subsidiaries since March 2024. Here we bundle areas with similar topics for efficient processing with the greatest possible transparency. The focus is on expanding the network in relation to all DIRAK

topics. These are all-encompassing topics in sales and purchasing, logistics and marketing and much more. We are happy to support our colleagues abroad in handling our business. Ewelina Drinovac, a long-standing DIRAK employee and deputy team leader, will ensure that the subsidiaries receive continuous support.



**Britta Ullrich,**  
**Team Leader National Sales**

Our success is based on the trusting and individual relationships we maintain with all our customers. This is why nine colleagues not only ensure smooth processing of orders and preparation of quotations on a daily basis, but also maintain intensive contact with our customers through various media. This enables us to recognize their needs and wishes and respond to them quickly and flexibly. With a permanent contact person in conjunction with a tandem partner in the field, we guarantee all-round support with a fast response time. Kathrin Hohmann, as deputy team leader, also takes on her own topics in the area of customer satisfaction. Ongoing coordination ensures that day-to-day business runs smoothly.



**Paula Pinto,**  
**International Sales Team Leader**

The International Sales team successfully handles the day-to-day business of direct customers and distributors abroad, from inquiry to delivery. Support is ensured for initial technical inquiries and project coordination. Communication and exchange with various DIRAK departments are very important, as they enable transparent work and a high level of knowledge transfer at all levels. All customers have permanent contact persons. What makes this International Sales team special is that ten colleagues can communicate with customers, some of them in their native language. This creates particular added value in communication while enhancing the trust factor in collaboration. The team is strengthened by Ms. Cristina Heiderhoff as deputy team leader.



**DIRAK**

**DIRAK**

# Outlook for the DIRAK Trade Show Year 2024: From Romania and Italy to Berlin, Hanover and Poland

As the saying goes: after the fair is before the next. And so it is that we begin the new trade show year full of anticipation and zest for action. While the Metal Show & Tib in Bucharest, Romania and the SPS Italia in Parma, Italy have already taken place successfully, we are now in the midst of preparations for the upcoming trade shows in September and October. And afterwards? Let's take a look at our trade show calendar together and see all the events that await us in 2024.

The DIRAK team is looking forward to seeing many familiar faces again and welcoming new people to our stand.

## TRADE SHOW CALENDAR 2024

<b>Romania</b>	Metal Show & Tib, Bucharest May 14 – 17, 2024
<b>Italy</b>	SPS Italia May 28 – 30, 2024
<b>Germany</b>	InnoTrans, Berlin September 24 – 27, 2024  EuroBLECH, Hanover October 22 – 25, 2024
<b>Poland</b>	FASTENER POLAND, Krakow September 25 – 26, 2024  WARSAW INDUSTRY WEEK, Warsaw, November 05 – 08, 2024

# DIRAK on Site at Newag S.A. in Poland: Close Contact with Customers through Joint Exchange

At a time when digital technologies are changing the way companies interact with their customers, company trade shows retain their special charm and their great importance for good customer relationships. This is why our "DIRAK on site" offers the opportunity to present our solutions and innovations directly to our customers in a personal and tangible way. At the same time, this direct exchange gives us deeper insight into the wishes and needs of our customers.

At the end of January, our colleagues Mario Sauerbier and Andreas Preuße, together with our Polish colleagues Tomasz Schulz and Patryk Michałowski, visited two sites of Newag S.A. in Poland, a specialist in the manufacture and maintenance of rail vehicles.



On site in Nowy Sacz and Krakow, around 50 developers and designers showed great interest in our products. Special attention was paid to the DIRAK 90° redirections, rod latches with compression and compression latches for rail transportation. Thanks to their in-depth specialist knowledge, our experts were

able to directly illustrate all the functions and benefits of our products and solutions.

The conclusion of the colleagues was consistently positive: "There were two exciting days with intensive discussions that will be continued in future projects."

# Promoting Young Talents for a Successful Future at DIRAK: Personal Exchange at the Trainee Speed Dating Event in Hagen



As an innovative company, we attach great importance to offering our junior staff a pleasant and successful start to their careers. Direct dialog with young people is therefore particularly important to us. We are delighted that we will once again be able to take part in various events and trainee fairs this year and engage in direct dialog with potential trainees. In April, Ann-Kathrin Frank, our HR manager, who is responsible for training at our company, together with Stephanie Felbeck, our event manager in the area of marketing, and our trainee Anna Ritschel attended the trainee speed dating event at the SIHK in Hagen.

From 12:30 to 16:00, interested applicants had the opportunity to introduce themselves personally to a total of 53 training companies. Many interested applicants took advantage of the opportunity and in some cases even accepted waiting times to talk to our colleagues on site, ask questions and find out whether DIRAK is a potential employer for them. Overall, we had many exciting discussions with committed applicants looking for apprenticeships and internships. We were able to present DIRAK as a company, give some insight into everyday training and receive a lot of positive feedback.

By the way: If you missed the trainee speed dating in Hagen, you will have another opportunity to visit us at the training exchange in the Wuppertal city hall on 09/19/2024. There as well we will provide exciting insights into the wide range of apprenticeships at DIRAK. We look forward to numerous visits and exciting discussions.





Passed training:  
Jana Lübbert and Lea Stuhldreier



Completed studies:  
Noah Fassbender (Master) and  
Frederik Bolte (Bachelor)



# Successful Completion at DIRAK

## Congratulations on Completing Your Training and Studies

The promotion of young talents is invaluable to DIRAK, as it forms the foundation for our success.

Our trainees Lea Stuhldreier and Jana Lübbert and our graduates Frederik Bolte and Noah Fassbender have taken an

important step in their future careers by completing their training and studies.

They have not only set an important milestone for their individual development, but also strengthen DIRAK's future development and innovative strength through

their commitment and newly acquired knowledge.

We congratulate them and wish them continued success.



Cecil-Benjamin Gras gives us a look at his desk. He has been working at DIRAK since January 2023 and gives us some insight into his work as Project Manager Production & Logistics National and International.

## What Does... Production Project Management & Logistics Do?

### 1 PACKAGING SAMPLE

This sample of heavy-duty packaging comes from a trade show and serves as an example of sustainable packaging. The project manager is always on the lookout for ways to make DIRAK more sustainable.

### 2 CANDIES

Visitors to Cecil-Benjamin Gras have something to look forward to because there are always candies or sweets ready for them.

### 3 INCOTERMS

The International Commercial Terms provide a globally valid standard for delivery and trading conditions, which are also relevant for transactions at DIRAK.

### 4 MOBILE PHONE

As the project manager is often on the road, the cell phone is an indispensable companion to ensure that he is always available and can access our systems on the move at any time.





### 5 MODEL CAR

He even brought this model car, a miniature of his own pickup, to work.

### 6 SAP

SAP is used to evaluate product and logistics processes, but also to research drawings, supply relationships with business partners and information on countries of origin, material costs and customer classifications.

### 7 SOUTH AFRICAN FIGURE

This figure reminds him of his school days when he lived in South Africa for a year. It comes from a poor district in South Africa and symbolizes an important life experience for him.

### 8 HYGROMETER

His enthusiasm for science is reflected in a hygrometer on his desk. This helps to keep an eye on the indoor climate by displaying the temperature and humidity.

### 9 LEGO SUNFLOWER

As a Lego fan, this sunflower is a must-have on Cecil-Benjamin Gras' desk. It is also easy to care for and flowers all year round.

### 10 OUTLOOK

He uses Outlook on a daily basis for both internal and external communication to keep in touch with colleagues and other stakeholders.

### 11 NOTEPAD AND DESK PAD

They are always on hand if he needs to make spontaneous notes during a video call or phone call.

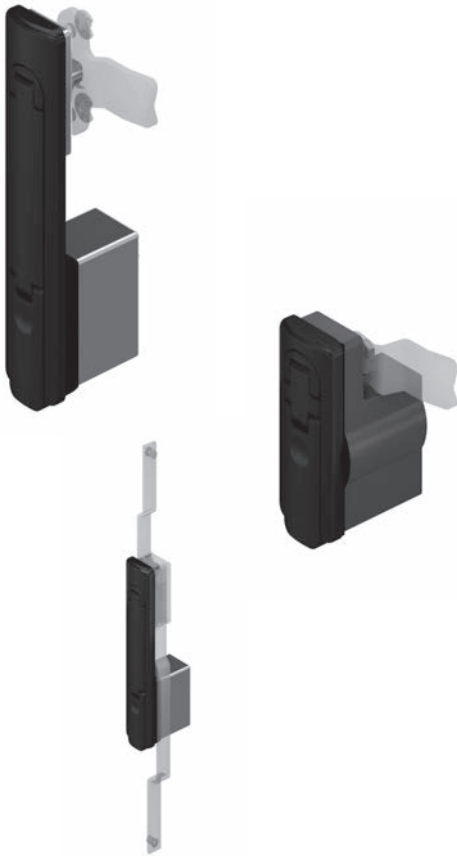


Credit: Daniel Ammann

# Flat, Compact and Safe

## – the DIRAK NT Swinghandles

### Product Line



Locking cabinets and housings in rail vehicles securely and conveniently requires latching solutions that are both space-saving and vibration-proof. To ensure this, different systems are often combined with each other. They not only differ visually, but also have different technical features. However, this can have a negative impact on operability and appearance.

The newly developed DIRAK NT swinghandles product line (product numbers 2-066, 2-066.01 and 3-061) features an impressively flat and compact design, which not only saves space but also protects passengers from possible injury. The integrated magnet in the cylinder cover also protects it from rattling and vibrating. Once opened, the handle remains spring-loaded in the open position. This makes operation easier and prevents the dish handle or housing surfaces from being scratched. The swinghandles are both dustproof and waterproof to IP65 in accordance with DIN EN 60529 and are suitable for many other applications in addition to rail transportation.

Credit: Daniel Ammann



# Recommendations from the



## LEVER LATCH WITH A WIDE RANGE OF ACTIVATIONS

Flexible and robust latches that can be exposed to strong vibrations are especially required in industrial mechanical engineering or in rail traffic and transportation. Our lever latch 6-160 with compression meets all these criteria and is also suitable for demanding applications that are subject to high loads. Thanks to the flat and flush handle plate with release button, insert or cylinder barrel, the lever latch can also be easily installed from the front in places where space is limited. Doors, flaps, panels or drawers can be opened quickly and closed securely by activating the selected locking option.



# DIRAK Product World

## RELIABLE MONITORING – THE ROBUST DIRAK MLE1101 SWINGHANDLE

With our DIRAK MLE1101 swinghandle, we have developed a reliable latching solution for a wide range of applications that is also suitable for demanding and complex environments. The additional monitoring of the latch status offers a high level of safety. With its magnetically secured and screw-fastened cylinder cover, the swinghandle offers protection against external influences and reliably resists vandalism thanks to its RC2 classification in accordance with DIN EN 1630. The swinghandle is also protected against dust and water to IP65 in accordance with DIN EN 60529.



# Recommendations from the

## THE ROBUST AND DURABLE CORNER HINGE

Our stainless steel corner hinge 7-284 is the right choice for secure and durable attachment of doors or flaps and more. Whether for tunnel construction, rail transportation or enclosures – resilient and robust solutions are essential, as temperature fluctuations and humidity are particularly challenging for applications in these areas. Our corner hinge is both corrosion and weather resistant and is ideal for outdoor applications. The opening angle of 180° and the lift-off function make it easy for the user to install. In addition, a stainless steel cover that is simply placed over the hinge provides protection against dirt and visually covers the screw-on holes.



## DIRAK STAINLESS STEEL CORNER HINGES FOR DEMANDING ENVIRONMENTS

Outdoor applications are exposed to strong environmental influences. Resilient solutions are essential to withstand these loads in the long term. Our reliable 7-325 stainless steel corner hinge can withstand even the most demanding conditions and has a long service life. Thanks to its corrosion resistance, it is ideal for challenging applications. The corner hinge can be used on both the right and left side and has an opening angle of 180°. This gives the user optimum accessibility and a high degree of flexibility.





# DIRAK Product World

## RELIABLE AND SAFE

### - THE NEW DIRAK DOOR CONTACT MLA 1-103

With our DIRAK door contact MLA 1-103, we are setting new standards in the field of security technology. While other mechatronic latches often only provide information about the position of the cam, our door contact also indicates the closing status of the doors, which can be called up at any time and from any location via a management system. The door contact can also be easily retro-fitted to existing locking systems with quarter-turns or swinghandles without any need for special tools.





## DIRAK Application Day 2024

Our Distributors as Welcome Guests



**IT MAKES SENSE TO EXCHANGE IDEAS WITH ONE ANOTHER IN ORDER TO GET A BETTER FEEL FOR THE MARKET AND CUSTOMER NEEDS.**

Our distributors are close partners and have a global presence. This is particularly valuable for a company like ours, as we want to offer our customers a high level of service, constant product availability and the best customer care – worldwide. We offer joint events to expand and intensify the network with our distributors.

In April of this year, the time had finally come again: We were delighted to welcome international visitors. Our distributors accepted our invitation and traveled from 13 countries to take part in this year's Application Day. "It's the first meeting after Covid and a lot has changed since then,"

says Alexandra Alexandri, CEO of Confitech. "I am delighted to finally maintain and intensify personal contact with DIRAK employees again in order to strengthen our close partnership."

To maintain a high level of mutual exchange, we launched Application Day a few years ago to provide information about solutions and new products in compact format. The idea of a regular Application Day is very popular with our distributors. Morgan Charmoillaux, Sales Manager at PINET INDUSTRIE SAS, also believes that "it makes sense to exchange ideas with one another in order to get a better feel for the market and customer needs. For me as a distributor, it is important to create added value through good industry knowledge and to maintain a constant presence with customers."

In addition to informative sales and marketing topics, our experts presented various product highlights from the last three years and future trends. This year, the focus was particularly on our mecha-tronic latching solutions and our product line for iLOQ cylinders. José Ramón



**I APPRECIATE THE PRODUCT KNOW-HOW OF THE DIRAK EMPLOYEES AND THE GOOD COMMUNICATION BETWEEN US.**



Ballesteros Vélez, Area Sales Manager at GRUPO FLEXICEL, explains: "I appreciate the product know-how of the DIRAK employees and the good communication between us. Communication with customers is also very important to me, which is why we will be attending a number of trade shows this year to present DIRAK product solutions in person. We will also communicate product highlights through our customer mailings. The focus here will be on the E-LINE products.

The on-site training sessions enabled all participants not only to become better acquainted with the benefits of our solutions, but also to try them out directly. "The option of training during Application Day creates concrete added value for us as participants and brings practical benefits," says David Stuckey, Director of SELECTLOK, who always takes part in the event with employees from different departments to give everyone the chance to participate actively. Once again this year, the event completely won him over: "Even after so many years of working

together, I can take away a lot of new and informative things. Through our co-operation, which has been in place since DIRAK was founded, we are not only closely linked in terms of business, but also as friends.

We would like to thank all the participants for the constructive exchange of experiences and we are already looking forward to meeting at the next Application Day.

# DIRAK Celebrates – Relaxed Get-Together among Colleagues

At our DIRAK after work party at the end of April, a total of 146 colleagues came together to ring in the well-deserved end of the working day.

For the third time, all employees at the Ennepetal and Sprockhövel sites were invited to the event to get together in a

relaxed atmosphere and enjoy pleasant conversation. In addition, some colleagues from our international subsidiaries and distributors were also present this time. Of course there was no lack of cool drinks and delicious finger food. Despite the April weather, we were also able to use the outdoor area

of the unique location, which is modeled on an American western saloon.

Thanks to the good atmosphere and the great exchange of ideas, this third DIRAK after work was a great success, so we are already looking forward to our next event.



# Anniversaries of Long-Standing Employees

## Congratulations and Thank You

An anniversary is more than just a number, it is a distinction achieved for continuity, commitment and exceptional performance. Without the loyalty and commitment of its employees, the company would not be what it is today: successful, innovative and family-run. So we are pleased to pay special tribute in this ceremony to our six employees who have been with DIRAK for 10 and 20 years this year and to express our thanks to them. The fact that many employees remain loyal to our company for a long time underscores the family nature of DIRAK.

**We would like to thank all those celebrating their anniversaries for their great commitment and trust and we look forward to the years ahead together.**



Congratulations to Christina Mounthino Heiderhoff (left) on her 10th anniversary and Karina Rewer (right) on her 20th anniversary



Congratulations to Friedrich Rinke (left) and Peter Höschler (right) on their 20th anniversary



Congratulations to Tim Czichowski on his 10th anniversary



Congratulations to Marc Goebbels on his 20th anniversary

# Always an Eye Catcher: The New 2024 Advertising Campaign



**DIRAK** INNOVATION. QUALITY. SERVICE.  
**Locking solutions for every requirement**

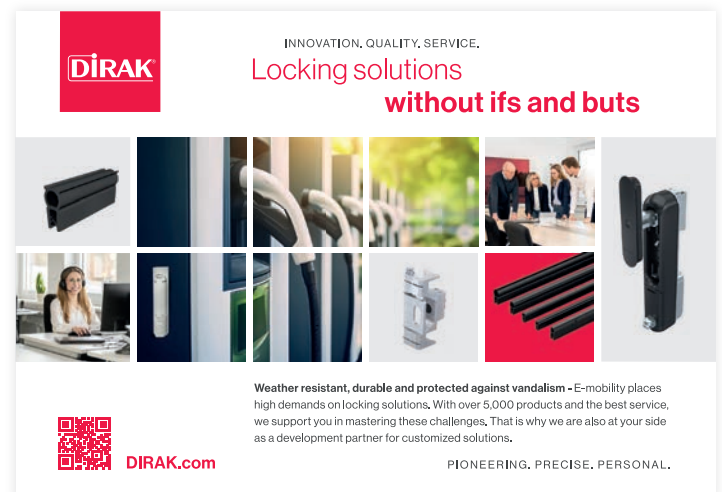
**Tightness, vibration resistance and protection at high speeds** - rail traffic places high demands on locking solutions. With over 5,000 products and the best service, we support you in mastering these challenges. That is why we are also at your side as a development partner for customized solutions.

**DIRAK.com** PIONEERING. PRECISE. PERSONAL.

The new DIRAK ad campaign shows our versatile and comprehensive understanding of the requirements of different industries and visualizes the key aspects of service, product diversity and quality. Whether in the field of rail transportation, e-mobility or telecommunications – we offer products from our broad standard range as well as customized solutions that perfectly meet the needs of individual customer require-

ments from a wide variety of application areas. Our global presence enables us to work close to our customers and offer reliable solutions that meet their requirements.

There is a clear message behind our advertising campaign: We understand the needs of our customers and strive to deliver exactly what they need – no matter where they are in the world.



**DIRAK** INNOVATION. QUALITY. SERVICE.  
**Locking solutions without ifs and buts**

**Weather resistant, durable and protected against vandalism** - E-mobility places high demands on locking solutions. With over 5,000 products and the best service, we support you in mastering these challenges. That is why we are also at your side as a development partner for customized solutions.

**DIRAK.com** PIONEERING. PRECISE. PERSONAL.

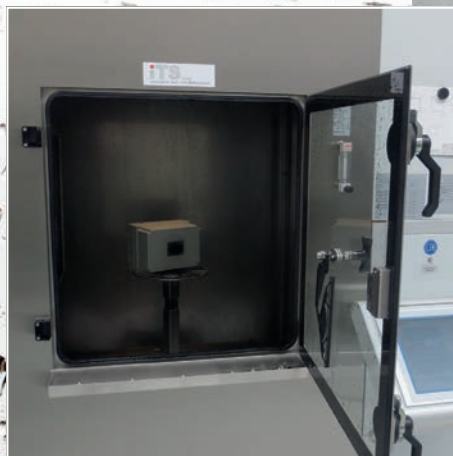


# DIRAK Quality

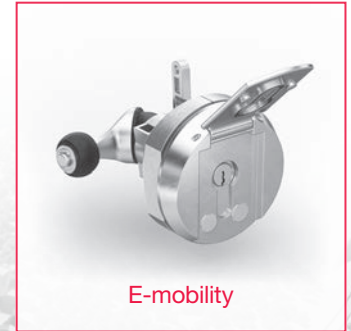
## Did You Know?

Our products are exposed to various environmental influences during their use, depending on their immediate surroundings. This includes among other things moisture and water. Many of our products are used outdoors and are exposed to rain and splash water. Indoor housings may also be cleaned with high-pressure cleaners when the need arises and thus also be exposed to spray water.

To ensure that our solutions meet these requirements, we test them in our splash water test chamber in accordance with DIN EN 60529 for degrees of protection IPX1 to IPX6.



# DIRAK Products Are Everywhere



Some things in a person's life and environment are quite inconspicuous at first glance. On closer inspection, however, you realize how often it is repeated. It is the same with our products. You only need to walk a few meters to come across a DIRAK product, which are used in many applications and can be found all over the world.

Take a closer look soon, perhaps you will discover a DIRAK product.

# Always Up-to-Date



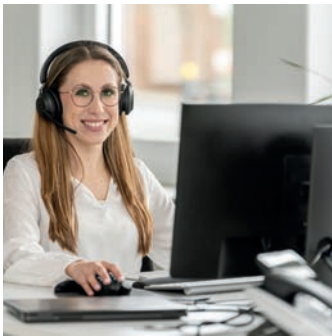
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