



## **DIRAK aims to become UK market leader: Network to be expanded with new subsidiary!**

- **Focus on brand development**
- **Project business to be driven forward**
- **More than 70 years of experience gathered at this site**

DIRAK GmbH is pleased to announce the establishment of our newly formed subsidiary, DIRAK Ltd. in the UK. We will develop its share of the important UK market and will become future market leaders. Our entire product range, consisting of solutions for locking, hinge and connection technology will be available through this subsidiary. The aim is to promote the brand more widely in the market and to offer individual special solutions and first-class advice directly from this site as well as country wide.

### **Team with great expertise**

"We want to intensify our activities and become the market leader," emphasizes Jessica Beckmann, Country Sales Manager at DIRAK GmbH. To achieve this, the company from Ennepetal is relying on competent specialist staff. The technical sales team are Andrew Billingham, Darrell Smith and Paul Lewis Shepherd, who have over 70 years of combined experience with closure solutions. Andrew Billingham, Managing Director, accounts for 30 of these years alone. This makes them absolute specialists in this field. They know the products inside out, enabling the subsidiary to be set up smoothly. This comes in very handy for DIRAK Ltd. in the United Kingdom, as they have big plans. "In addition to our established standard range, we want to cater to the specific requirements of our customers and expand our project business," says Jessica Beckmann. The focus here is on better advice, greater manufacturing expertise and proximity to the customer with an excellent delivery service.

### **One of the most important markets in Europe**

"Many companies are leaving the UK because of Brexit, but we still see great potential there," explains Jessica Beckmann. The new location means that many of the negative consequences of leaving the EU, such as customs duties and supply bottlenecks, can be avoided. As a result, the UK has even

become a more attractive market for DIRAK. Therefore the company is investing in the new subsidiary, centrally located in the West Midlands area. With its spacious 600 sqm warehouse and office space, the property has ideal structural conditions. "Everything is in place, and we are looking forward to having a direct local presence for our customers."

**About DIRAK**

With customer requirements in focus and pioneering ideas in mind, DIRAK GmbH has been developing and selling innovative hardware components for industrial enclosure construction since it was founded by Dieter Ramsauer in 1991. These products offer holistic solutions for a wide range of applications. More than 600 employees at nine locations in Europe, America and Asia stand for this worldwide. DIRAK's global network is also represented and supported by numerous distributors worldwide.



Our experts for DIRAK UK: Darell Smith, Andrew Billingham and Paul Lewis Shepherd (from left to right) | Image rights: DIRAK GmbH.



Concentrated expertise for the UK market: Andrew Billingham and his team are on hand to support DIRAK customers at the new location. | Image rights: DIRAK GmbH