

Michael Ziegler

Public Relations

T +49 2241 481-523

Michael.Ziegler@reifenhauser.com

PRESS RELEASE

Reifenhäuser Strengthens Field Service Operations in the Middle East and Africa

Troisdorf, September 9, 2024

Reifenhäuser Group, a global leader in plastics extrusion technology, announces a significant expansion of its field service operations across the Middle East and Africa (MEA) region. Building on a longstanding presence in the region, which includes a sales office established in United Arab Emirates five years ago, Reifenhäuser is now taking a major step forward to enhance its local customer support and service capabilities.

With the establishment of a new Service Hub for the MEA, UAE and GCC regions Reifenhäuser encourages its strategy to strengthen comprehensive and responsive service solutions. The hub will include extended premises and the establishment of a highly specialized service team on site to encompass a full spectrum of field-engineering services, covering the installation of machinery, commissioning, and ongoing service support.

This expansion is driven by Reifenhäuser's commitment to being "Close to our customers," a philosophy that prioritizes proximity to customers to better understand and meet market demands. The new hub will enable Reifenhäuser to offer enhanced local support, ensuring faster problem resolution and improved accessibility for businesses operating in the MEA region. In line with this growth, Reifenhäuser has also expanded its facilities in Lagos (Nigeria), with plans to further expand its presence. The MEA

market is recognized by Reifenhäuser as a very important and rapidly growing region.

Bharath Yalla, Managing Director of Reifenhäuser Middle East & Africa, commented on the expansion: "Our strong dedication to local markets is now embodied in UAE and Lagos. We promised, and we delivered. This is just the beginning of bringing our global expertise closer to our customer needs."

Bernd Reifenhäuser, CEO of Reifenhäuser Group, also remarked on the company's customer-focused approach: "We are committed to building lasting relationships with our customers, ensuring they receive the guidance and support necessary for effortless equipment start-ups and optimal operational efficiency."

Reifenhäuser's investment in the MEA region underscores its commitment to delivering exceptional service and support, reinforcing its position as a trusted partner in the plastics extrusion industry.

For more information about Reifenhäuser's services and operations in the MEA region, please contact Mr. Bharath Yalla, Managing Director of Reifenhäuser MEA:
bharath@reifenhauserindia.com

About the Reifenhäuser Group

The Reifenhäuser Group together with its highly specialized business units is the leading provider of innovative technologies and components for plastics extrusion. Founded in 1911, the company is a global supplier of high-tech solutions. With its technologies and the know-how of its 1,750 employees, Reifenhäuser has the world's largest network of expertise in plastics extrusion technologies. The CEO of the Group is Bernd Reifenhäuser.



Mr. Bharath Yalla, Managing Director of Reifenhäuser MEA