

Powerful IT infrastructure - for intelligently networked working environments



Assmann Electronic GmbH, based in Lüdenscheid, North Rhine-Westphalia, was founded in 1969 and today - as part of Assmann Holding GmbH - is an internationally operating solution provider for data network technology and for the digital and ergonomically

equipped workplace. Ten other subsidiaries with locations in Austria, Switzerland, France, Spain, Croatia, Poland, Turkey, China, Taiwan and Hong Kong are united under the umbrella of the holding company. The diverse product portfolio of the established own brand Digitus is sold worldwide via IT distributors, system integrators, electrical wholesalers, the eCommerce channel and corporate resellers.

Digitus by Assmann - fit for the digital future

Whether in the public sector, industry, large corporations or individual offices - with the Digitus range, Assmann offers its customers structured building cabling and enables them to intelligently network modern working environments. This includes products and solutions for data network technology, e.g. network and server cabinets, installation cables and accessories, active and passive network components, accessories for PCs and workstations such as ergonomic office equipment as well as connection and signal transmission solutions for digital signage applications.

Digital competence - Assmann: easy to do business with

Customers benefit not only from the comprehensive, certified and compatible product range, with which they can cover all their needs, but from the many innovative digital services, e-tools and trade marketing measures that Assmann offers tailored to optimize their joint online business. These include target group-specific customizable product finders for online stores that can be implemented on the customer website, clever direct store integrations of the Digitus brand world or practical article master data downloads such as ETIM.

Well positioned - international orientation firmly in sight

With the multi-layered expert know-how of its management, Assmann continues to drive forward its sustainable growth both within Assmann Electronic GmbH and at international holding level.



The managing directors of Assmann Holding GmbH Phil Penninger (left) and Dirk Kunz (right)

With Phil Penninger, who as Managing Director Operations (COO) is responsible for the entire supply chain management as well as IT and quality management, and Dirk Kunz as Managing Director for Finance, Controlling, Human Resources, Administration and Legal (CFO), the company benefits from two top managers who not only know the domestic market, but who have both already proven themselves on the international stage.

In addition to his CFO activities for Assmann Electronic GmbH, Dirk Kunz is also active in the management of Assmann's French, Spanish, Swiss and Hong Kong subsidiaries. Phil Penninger, on the other hand, has managed projects for Assmann's Asian subsidiaries in Taiwan, Hong Kong and China during his many years with the company.