

Powerful IT infrastructure - for intelligently networked working environments



Assmann Electronic GmbH, headquartered in Lüdenscheid, North Rhine-Westphalia, was founded in 1969 and is now part of ASSMANN Holding GmbH, an international solution provider for high-quality network technology, network and server cabinets, AV media technology, cables,

and peripheral products. The holding company comprises ten other subsidiaries with locations in Austria, Switzerland, France, Spain, Croatia, Poland, Turkey, China, Taiwan, and Hong Kong. The diverse product portfolio of the established DIGITUS brand is distributed worldwide via IT distributors, system integrators, electrical wholesalers, the e-commerce 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 expertise - Assmann: easy to do business with

Customers benefit not only from the comprehensive, certified and compatible product range, with which they can cover all requirements, but from the many innovative digital services, e-tools and trade marketing measures that Assmann offers them 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 (from left to right) Gerrit Schick (CEO), Dirk Kunz (CFO) and Phil Penninger (COO)

With Gerrit Schick as Chief Executive Officer (CEO), Dirk Kunz as Chief Financial Officer (CFO) and Phil Penninger as Chief Operating Officer (COO), the Group benefits from a top management team that not only knows the domestic market, but has also proven itself on the international stage over many years.

Gerrit Schick previously held various international management positions, including Business Group Manager DACH at Philips GmbH. In addition to his CFO activities for Assmann Electronic GmbH, Dirk Kunz is also active as CFO on the management boards of Assmann's French, Spanish, Swiss and Hong Kong subsidiaries. During his many years with the company, Phil Penninger has also been responsible for various projects in the areas of SCM, product management, IT and general business processes, including at Assmann's Asian subsidiaries in Taiwan, Hong Kong and China.