



## KRÜSS brings direct sales to the Benelux market

*Closer contact with customers with faster service and more favorable conditions*

**Hamburg, April 2022** – Having recently launched direct sales in the Spanish market, KRÜSS GmbH will now offer customers in Belgium, the Netherlands, and Luxembourg direct access to its entire range of services by selling directly, rather than via a reseller model.

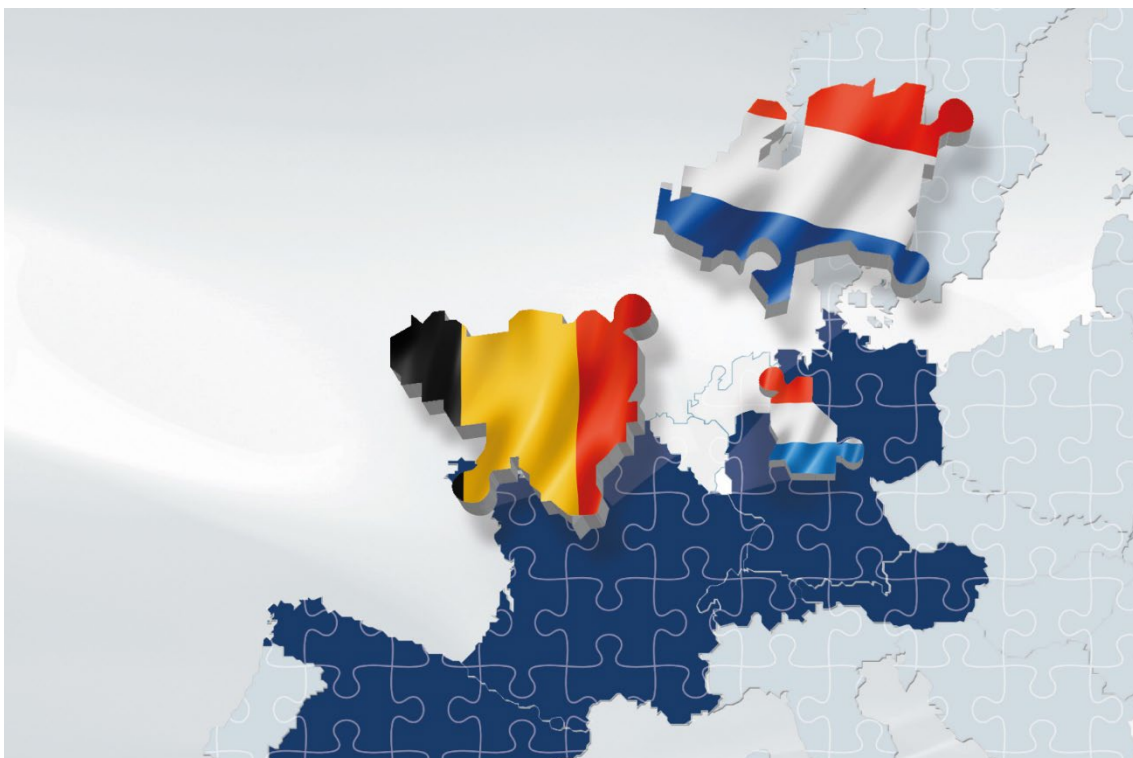
The Hamburg-based company specializes in the manufacture of measuring instruments for analysis and quality control of various materials, surfactants, and foams for a broad range of different industries, as well as for scientific research.

The company's decision to get closer to its customers in the region will mean more favorable conditions overall. Thanks to a direct sales presence in the Benelux countries, KRÜSS specialists will be able to focus on supporting new customers and getting closer to existing ones – users of KRÜSS instruments who may not have interacted with the company directly before. The company's goal is to be a premium solution partner in surface science across all three countries.

Customers in the region – lab managers, strategic purchasers, and other key decision-makers – will benefit from the company's high-grade after-sales services, including equipment maintenance packages closely attuned to their specific needs, with accelerated response times in tech support. Users seeking consulting services, meanwhile, will be able to communicate directly with KRÜSS experts who have in-depth knowledge of complex measurement challenges.

This kind of customer-centric approach has always been an important element of the KRÜSS strategy and will be warmly welcomed by surface science and technology experts in Belgium, the Netherlands, and Luxembourg.

### Image



## About KRÜSS

**Advancing your Surface Science.** As specialists in interfacial chemistry and the world's leading supplier of measuring instruments for surface and interfacial tension, we not only provide high quality product solutions – our offer is a combination of technology and scientific consulting. These include seminars and technical service as well as our Applications & Science Center for trainings and professional measurement services. Our exclusive distribution network and our locations in Hamburg (Germany), Spain, China, the US, Great Britain, France, Mexico, and Benelux allow us to provide fast, flexible support for R&D labs and in quality control throughout the world. Our expertise, precision and passion have already convinced many prestigious companies in countless industries.

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