

Batenburg Applied Technologies strengthens its focus on digitizing industries, moving the representation of Beamex towards its own Netherlands based subsidiary.

October, 2023

The solutions of Beamex have been a successful part of our portfolio for a long time, from HPR Techniek to Batenburg Mechatronics, and now Batenburg Applied Technologies; engineers and technicians throughout the entire Dutch process industry rely on these calibrators for accurate and safe production operations.

Despite many success stories, recent developments in the strategy and vision of both companies have led to the decision to unchain the Beamex distribution from Batenburg Applied Technologies. Our focus is strongly shifting towards digitalization, edge computing and the design of industrial smart systems and human-machine interfaces. Positioning the Beamex solutions within this strategy is a less logical choice for the future of both companies.



With the Netherlands being home to several key accounts and the global headquarters of strategic Beamex customers, the brand will continue to meet customers' needs through an independent subsidiary based in Breda. The subsidiary will commence operations on 2 October 2023 and will comprise of sales, marketing as well as local customer support.

"The reorganization of the Beamex representation in the Netherlands is a well-considered step by Beamex and Batenburg Applied Technologies. Both companies have innovation and sustainable solutions printed in their DNA. The new situation will better help both companies to focus on supporting customers with advice and product improvements in their specific market segments", says Michael Bhagwandien, Commercial Director of Batenburg Applied Technologies.

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