



## *New high-profile distributor extends support for DEK customers in Southern Germany*



**DEK has appointed SmartRep to distribute its high accuracy mass imaging technologies in Germany, extending product accessibility and support opportunities for customers in South Germany.**

Providing valuable extra resource for DEK customers in Germany, SmartRep will now apply its in-depth knowledge of electronics manufacturing technologies to help customers expect more from their print processes with DEK technologies. Spanning powerful print platforms, Productivity Tools, Performance Improvement Products, precision screens and high performance stencils, the DEK range is extremely popular in Germany where manufacturers welcome the competitive advantage it represents. DEK Sales Manager for South Germany, Patrick Thiel, will manage corporate accounts in the region, working with the SmartRep team to deliver the advanced level of service and support to which DEK customers worldwide are accustomed.

Commenting on the SmartRep appointment, DEK General Manager for Western & Central Europe, Stefan Techau, explains: “The addition of SmartRep to our well established German DEK Team is great news for us and our customers in this region. The move represents our continual investment into the German marketplace, ensuring we safeguard our market leadership and satisfy the evolving demand of this customer base with unparalleled reach and responsiveness. As a technology leader, we’re

constantly looking for new ways to help our customers expect more. A key part of this is obviously the technologies we deliver. However, technology is nothing without sales support and process consultancy to back it up – which is why we’re committed to partnering with specialists who understand the precise needs of our customers. I’m confident that SmartRep will deliver the outstanding level of sales support our customers need to Expect More – I’m delighted to welcome them to the DEK team!”

**-ENDS-**

### **About DEK**

DEK is a global provider of advanced materials deposition technologies and support solutions including printing equipment platforms, stencils, precision screens and mass imaging processes used across a wide range of applications in electronics pre-placement subassembly, semiconductor wafer manufacture, and alternative energy component production. For more information, visit DEK at [www.dek.com](http://www.dek.com).

<b>Company Contact</b>	<b>Press Contact</b>
Karen Moore-Watts <b>DEK</b>	Laura Sims <b>for DEK</b>
Tel: +44 1305 760760 Email: <a href="mailto:kmoore-watts@dek.com">kmoore-watts@dek.com</a> Internet: <a href="http://www.dek.com">www.dek.com</a>	Tel: 770-829-4757 Email: <a href="mailto:laura@simscomm.com">laura@simscomm.com</a> Internet: <a href="http://www.simscomm.com">www.simscomm.com</a>