

Probst jumps across the Atlantic: Acquisition of the business of the American distributor Pave Tech by the subsidiary Probst Inc.

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By taking over the business of the American distributor Pave Tech, Probst expands its global sales network with another ten experienced employees. In addition to the administrative base in Minnesota, Probst Inc. will also take over a logistics and training center for customers in Franksville, Wisconsin. During the transition period, the established brand Pave Tech will continue to exist alongside the Probst brand.

The opening of the fifth Probst foreign branch office has the clear objective of expanding the North American market for Probst. "The chosen course of opening new branch offices for operational and commercial presence in the most important markets, should consolidate Probst's position as world market leader", says Holger Merholz, Sales Manager of Probst GmbH.

The team is strengthened by Steffen Lindner. The new sales director for America has German roots and has lived and worked in the USA for many years. With this background, he is an important link between headquarters and the American branch. The support of the South American markets will also be carried out by Probst Inc.

Already last year, negotiations with the former distributor Pave Tech started. Despite the Corona Pandemic and its effects on the US economy, both sides stuck to their plan. "Probst offers a powerful consulting service in the USA and Canada due to the new proximity to the markets", explains Eric Wilhelm, Managing Director. "We get the chance to get to know the specific requirements of the construction industry in North America and the individual needs of the customers even better and to offer corresponding products and services. There is no question that there is great potential for our innovative, electric Greenline product line in the US market, which is paying close attention to sustainability".

As world market leader in the field of gripping and laying technology, Probst is at home on the construction site. At its production sites in Baden-Württemberg and Thuringia, the company manufactures machines and tools for efficient road construction, landscaping, structural and civil engineering and handling in building material plants. More than 175 employees work for Probst worldwide. In Germany, a network of more than 350 Probst specialist dealers and rental partners supports customers from the construction industry. Abroad another 45 specialist dealers are active for Probst in the market.

Source: wynnot GmbH; probst