Emtec Electronic Embarks on a Bold Expansion in North America

Emtec Electronic GmbH, a German leader in innovative testing solutions, is making a significant leap forward in its North American business strategy, encompassing the USA and Canada. Starting January 1, 2025, the company will engage directly with manufacturers and converters in the paper, nonwoven, and textile industries, as well as their suppliers, ensuring a more flexible and responsive presence in the region.

For years, emtec Electronic operated indirectly in North America. Now, with direct sales, the company aims to strengthen customer relationships and deliver faster, more tailored support. This new chapter also welcomes Mr. Eric Haagen as the dedicated sales representative for North America, offering a direct point of contact for inquiries and collaboration opportunities.

Emtec Electronic expresses deep gratitude to its former sales and service partner, Industrial Physics Inc. (formerly Technidyne Corporation), for their longstanding partnership, which concluded at the end of 2024.

Founded in Leipzig, Germany, in 1995, emtec Electronic has been a trusted global provider of cutting-edge testing solutions, particularly in the pulp and paper industry. Since 2015, it has successfully expanded its expertise to the nonwoven and textile sectors. Renowned for its commitment to quality, intuitive innovations, and exceptional customer service, emtec remains steadfast in its mission to empower industries with state-of-the-art testing solutions.

This bold step reinforces emtec’s vision to connect more deeply with North American businesses, fostering growth, innovation, and excellence across the industries it serves.