



KRÜSS in Vietnam represented by DKSH with immediate effect

- DKSH takes over the exclusive distribution for KRÜSS GmbH in Vietnam
- Strengthening of East Asia business and expansion of local customer support

Hamburg, October 28th, 2014 – As a new exclusive distributor for KRÜSS GmbH, DKSH Holding AG is taking over the sales responsibility in Vietnam for the manufacturer of surface chemical measuring instruments. In doing so, KRÜSS will be further expanding its presence in East Asia, where the Hamburg-based company is already represented in China, Japan, Korea and four other countries.

Zürich-based DKSH has been operating for decades as one of the largest commercial interfaces between Europe and Asia and has an outstanding network in the East Asian region. KRÜSS and DKSH can already look back on a successful collaboration in China where DKSH became exclusive agents for KRÜSS about ten years ago.

The enormous industrial and technological growth in Vietnam is also reflected in an increasing need for measuring instruments in the field of surface chemistry. With its new exclusive local distributor, KRÜSS will be able to respond to this demand flexibly and establish closer contact to the customers.

KRÜSS GmbH places particular importance on scientific consultation and customer support. As a result of the collaboration with DKSH, KRÜSS will be able to provide this service locally and to a high standard. KRÜSS Head of Sales, Dr. Udo Ohlerich, is convinced that the new collaboration will bring a promising expansion to the company's presence and to KRÜSS' service in South East Asia. Ms. Ngo Thi Quynh Phuong, who is responsible for the Laboratory Technology product field for DKSH Technology Vietnam, is equally confident: "We are very much looking forward to the new collaborative venture. Vietnam's main industrial sectors, such as semiconductor technology and oil production, are dependent on high-quality measurement technology. KRÜSS' scientific instruments will enable us to provide the best possible support for our customers in the field of interfacial chemistry".

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, technical service, our Customer Support Lab and our Surface Science Center for professional measurement services. Many well-known companies have already been inspired by our know-how, precision and passion consulted by our offices in Hamburg, the USA, Great Britain, France and with the help of our exclusive distributor network. Acting quickly and flexibly, we are always at our customer's doorstep in the research and development laboratories as well as quality control centers of countless industries all over the world.

Photo



KRÜSS instruments are present in laboratories worldwide

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