



## KRÜSS moves forward in Spanish market by selling directly

*Closer contact with Spanish customers with faster service and more favorable conditions*

**Hamburg, October 2021** – Having gained a firm foothold in the Spanish market in recent years, KRÜSS GmbH will now offer customers direct access to their entire range of services by selling directly, rather than via a reseller model.

The Hamburg-based company specializes in the manufacture of measuring instruments for the analysis and quality control of various materials, surfactants, and foams for a broad range of different industries, as well as for scientific research.

The company's decision to dispense with resellers and get closer to its customers will mean more favorable conditions overall. "Having a new office on site will enable us to zoom in on new Spanish customers," says David Fernandez, Technical Sales Representative for KRÜSS in Spain. "It will also be an opportunity to get closer to existing ones – users of our instruments who may not have interacted with our company directly before. Our goal is to be a premium solution partner in surface science in Spain."

In after-sales service, Spanish customers – who include lab managers, strategic purchasers, and other key decision-makers – will be able to benefit from equipment maintenance packages closely attuned to their specific needs, with accelerated response times in tech support, and users seeking consulting services will have the opportunity to communicate directly with KRÜSS experts who have in-depth knowledge in complex measurement challenges.

This kind of customer-centricity has always been an important element of the KRÜSS strategy and is likely to win further plaudits among Spain's surface science and technology experts.

### Image



## 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 and technical service as well as our Applications & Science Center for trainings and professional measurement services. Our exclusive distribution network and our locations in Hamburg (Germany), China, the US, Great Britain, France, and Spain allow us to provide fast, flexible support for R&D labs and in quality control throughout the world. Our expertise, precision and passion have already convinced many prestigious companies in countless industries.

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