



**P**rotezioni  
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## PEI reinforces commercial presence in Austria

PEI Srl, a leader in the field of dynamic machine tool protections for over 40 years in Italy and Europe, has decided to implement a technical sales presence in Austria.

German-speaking countries have always been of great importance for the machine tool market and therefore represent a strategic market for PEI.

Among them, Austria today enjoys a changing market, characterised by strong development that has made it the fourth largest machine tool manufacturer in Europe.

Our presence in this territory goes back several years: through collaboration with a major dealer, we met and satisfied the supply requests mainly of machine tool users, introducing our brand and growing in a market previously unknown to us.

Today, the scenario has changed, machine production is experiencing a particularly positive trend, the demands for protection are increasing and increasingly require dedicated technical assistance, able to propose customised solutions, which require qualified personnel on site.

For this reason, we have decided to reinforce our presence in Austria: the existing collaboration with the historic dealer in the area, a successful relationship that has always been rich in mutual satisfaction, has now been strengthened by the presence of one of our sales forces operating directly in the territory.

In fact, PEI distinguishes itself on the market with a capillary network of sales technicians able to offer customers in-depth knowledge of the entire range of protections, but above all with the ability to understand at a technical level the needs to be met, thus proposing customised and timely solutions.

Today, the Austrian market is ready for this type of implementation. Through our on-site staff, we can therefore follow up directly with manufacturers, visiting their factories, assessing their needs and proposing the right solutions, thus managing the technical-commercial relationship in a comprehensive and thorough manner.

PEI's offer is comprehensive; in fact, we are the only manufacturer on the market that can supply all types of machine tool protections.

This translates into a major strength: we are able to serve every type of company, from users looking for spare parts and overhauls, to large manufacturers who have to design and produce machines for various sectors.

**P.E.I. Protezioni Elaborazioni Industriali S.r.l.**  
Single-member company of the PEI Italia Group Srl

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We see in this market a great opportunity for growth and we want to seize it by deploying our best resources, an expansion in the territory that confirms our consolidated commercial strategy based on the widespread presence of technicians able to accompany the customer in the choice of the most suitable product for his needs.

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