

Roth Nordic will take over responsibility for Roth UK, at the same time changing its name to Roth North Europe

This decision regarding the new Roth organisation was made more than a year ago. The time since has been spent conducting detailed analyses of the market in the UK, and planning the future platform and organisation. Now at last we are ready to implement the new strategy.

The fact that the Executive Board of the family-owned company, Roth Industries GmbH & Co. KG have seen fit to entrust responsibility for the company's UK activities to the management of Roth Nordic is both a huge pat on the back and an equally huge vote of confidence. Up until now, Roth Nordic has been in charge of the company's Nordic and Baltic activities. The Executive Board's reasons for their decision include the positive growth and development, which Roth Nordic has generated over the past 5 years.

"In addition to the purely strategic decision to merge Roth UK and Roth Nordic, the two are also a very good match in terms of marketing and products. In both regions, we focus particularly on under-floor heating and cooling, and piping systems for domestic water and heating. Today, when it comes to these product segments, Roth Nordic is in a very strong position, giving us an excellent starting point for further development in the UK", quotes CEO Roth North Europe, Morten Voss.

Since 2008, Roth Nordic has had its Nordic headquarters in Frederikssund, alongside the central logistics and service centre. In order to continue offering the same high level of service and consistency of supply, we are now embarking on a major expansion of both our warehouse and our administration in Frederikssund.

In addition to the central logistics and service centre, the expansion of our Northern European headquarters will also entail upgraded customer and training facilities and a new line of business: prefabricated solutions for under-floor heating and cooling and piping systems for domestic water and heating. Roth North Europe has a clear vision for a strong local anchoring in our markets. Accordingly, our sales offices in the Nordic countries and the UK will continue to guarantee local consultancy and support.

Our new web addresses:

Roth North Europe: www.roth-northeurope.com

Roth Denmark: www.roth-danmark.dk

Roth Finland: www.roth-finland.fi

Roth Norway: www.roth-norge.no

Roth Sweden: www.roth-sverige.se

Roth UK: www.roth-uk.com

However, the old web and email addresses will continue to work.

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