

Pfleiderer Opens Office for the Middle East Region in Dubai, UAE

Dubai, February 22, 2024 – Pfleiderer, a leading manufacturer of premium engineered wood products and laminates for kitchen, furniture, and construction applications, has opened a sales representation at IFZA Business Park, DDP in Dubai Silicon Oasis (DSO).

In a solemn ceremony, Pfleiderer celebrated the official opening with over 100 VIP and high-profile international guests, including Dr. Juma Al Matrooshi, Director General of Dubai Silicon Oasis (DSO), and Sybille Pfaff, Consul General for Germany in Dubai.

During their presentations, Dr. Frank Herrmann, CEO, and Stefan Zinn, CCO of the Pfleiderer Group, provided an overview of the company's 130 years of history and expertise in manufacturing premium products made in Germany. They also highlighted the company's leading position in sustainability and introduced the current Interior Design Trends 2024.

“The vibrancy and entrepreneurial spirit of the region, along with the anticipation of Pfleiderer's local presence, were palpable everywhere,” summarized Dr. Frank Herrmann. “I look forward to the growth opportunities for Pfleiderer, the intercultural exchange, and the new impulses for innovation, not only for our company but also for the entire industry.” Stefan Zinn added: “We are thrilled to inspire and convince existing and new customers from all over the Middle East region about the uniqueness and quality of our premium product and service portfolio.”

The Pfleiderer Middle East FZCO team is headed by GM Marina Loizzi and is based in Building A2, IFZA Business Park, DDP Dubai Silicon Oasis, Dubai - UAE.

Pfleiderer Contacts

Business and financial Media:

Nikolai Juchem

Corporate Spokesperson

Tel: +49 - 152 – 06214373

Mail: nikolai.juchem@pfleiderer.com

Product, trade and local media:

Stefan Göldner

Head of Communication

Tel: +49 - 172 – 8241950

Mail: stefan.goeldner@pfleiderer.com

Press Release

More information about Pfleiderer can be viewed at

<https://www.pfleiderer.com>

About Pfleiderer

Pfleiderer is a leading manufacturer of premium engineered wood products, laminates and resins. Through its Engineered Wood Products division, the company produces premium wood and laminate products for fast-growing, high-end applications in the kitchen, furniture and construction markets. Pfleiderer is also a leading producer of specialty and industrial resins through its Silekol division, which are used in Pfleiderer's own products and by external customers in the panel production, packaging, construction and building materials industries. Pfleiderer is headquartered in Neumarkt in der Oberpfalz, Germany, and employs around 2,200 staff primarily across five sites in Germany and one resin production site in Poland. The company has operated for over 125 years with sustainability and the renewable nature of wood at its core, with a strong focus on sustainable sourcing and manufacturing, reducing carbon emissions and protecting the environment.