



Energy harvesting in the Nordics: EnOcean boosts sales activities in Northern Europe

EnOcean expands its energy harvesting wireless business to the Northern Europe region and will develop the markets' innovation potential with a dedicated Sales Manager for Denmark, Sweden, Norway and Finland.

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EnOcean, the world's leading energy harvesting company, has appointed Niels Ernst as Sales Manager for the Nordic Countries. In this newly created position, he will strengthen the company's business in Denmark, Sweden, Norway and Finland to tap the region's excellent market opportunities for self-powered sensor solutions enabling digitised, energy-efficient and sustainable buildings. For the emerging modular homes market, Niels will be working closely together with EnOcean's UK sales team. He reports to Andreas Schneider, CEO of EnOcean.

Niels Ernst has more than 20 years of experience in international sales and project business for IT, smart lighting and IoT markets. Most recently he spent five years at Amplex Denmark ApS, a global player in energy intelligence and smart city solutions, as Area Sales Manager for Denmark and German speaking countries. Previously, Niels held the position of Key Account Manager at IT companies Inventus Group, Front-data and Kimbrer Group where he was in charge of international sales and business development.

"We warmly welcome Niels to the EnOcean sales team. His deep knowledge of the specific demands of the Nordic countries, together with his profound experience in IoT projects is the perfect combination to open up these markets for our energy harvesting wireless solutions," says Andreas Schneider.

He continued, “It is not without reason that the Fridays-for-Future movement started in the Nordic Countries. This region has ambitious goals for the extensive use of renewable energy which comes along with energy-efficient and smart constructions. Self-powered and maintenance-free wireless sensors are the ideal fit to achieve these goals on a large scale. They deliver the raw data needed for intelligent and energy efficient control of new builds and retrofits. Thanks to energy harvesting, we are ahead in our thinking of sustainability and provide a technology for better energy usage and reduced CO2 that avoids tons of battery waste at the same time”.

“Nordic countries are considered as pioneers in regard to environmental protection, energy savings and digitisation – EnOcean’s maintenance-free, energy harvesting wireless sensor solutions are made for all of these areas. High payroll and energy costs along with the region’s enormous innovation potential offer excellent market opportunities for EnOcean,” adds Niels Ernst. “I’m excited to drive EnOcean’s business in the Nordics with the support of the company’s highly experienced team and its very strong, long-standing partnerships.”

About EnOcean

EnOcean GmbH is the developer of the patented energy harvesting wireless technology. Headquartered in Oberhaching, near Munich, the company produces and markets self-powered wireless sensor solutions for maintenance-free applications in the Internet of Things which are used for building and industrial automation, smart homes, LED lighting control and outdoor environmental monitoring. The EnOcean products are based on miniaturized energy converters, energy-efficient electronics and reliable wireless technology for open wireless standards like EnOcean, Bluetooth® and Zigbee. Over 350 leading product manufacturers worldwide have been relying on EnOcean wireless modules for their system solutions for more than 15 years and have installed EnOcean-enabled products in one million buildings around the world.

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