PSRIG Expands with a Sales Branch in the Netherlands





Press release | Stockholm, Sweden & Amsterdam, Netherlands | 2025-04-04

PSRIG are thrilled to announce the launch of **PSRIG B.V.**, our new sales branch near Amsterdam in the Netherlands.

“The Netherlands will play an important role in our company’s future growth. This new branch enables us to serve a highly strategic economic and geographic area while establishing a vital hub for more efficient logistics. We’re excited to bring our well-proven mechanical solutions and industry know-how closer to our customers, reinforcing our commitment to delivering top-tier service and hands-on technical expertise to help our clients achieve their ambitious goals,” says Aart Gigengack, CEO and co-founder of PSRIG.

Under the leadership of Managing Director Marc Lubberts, the Amsterdam adjacent office will serve as a central hub for local client activities. In addition to office and warehouse spaces, we are developing a dedicated showroom where visitors can experience the latest innovations in our product lineup. This space will among other things showcase our modular lifting solution, FlexBeam, proprietary control system, FlexControl, versatile track solution, FlexRail, as well as our range of high-quality rigging accessories. All while our experts will be able to provide in-person consultations for complex projects in the local entertainment sector.

This strategic expansion marks the fulfilment of a long-term vision for PSRIG. Co-founders Aart Gigengack and Kim Ekblad had nourished the idea of expanding the business abroad for several years when the opportunity emerged to form a mutually beneficial partnership with Marc Lubberts, a 35-year industry veteran and long-time friend of Aart. The new subsidiary broadens PSRIG’s market reach, complementing its offerings to regional customers in the Netherlands, while leveraging the support of our Swedish distribution and service network.

“I look forward to expanding the team in the Netherlands, fostering strong client relationships, and supporting the vibrant Dutch entertainment industry hands-on. I am confident our new presence will unlock significant opportunities for both new and existing customers,” says Marc Lubberts.

The new office will officially open its doors on **June 1st, 2025**.

About PSRIG

PSRIG is a leading European supplier of stage mechanical solutions and rigging materials for the entertainment industry. The company specializes in planning, developing, manufacturing, supplying, installing, and maintaining stage and rigging technology. With an experienced and skilled project department focused on mechanical and electrical installations, and a dedicated sales team offering a wide range of high-quality products, PSRIG serves the multifaceted needs of the entertainment industry and sells to the whole world. Product categories include lifting solutions, control systems, curtain tracks, rigging accessories, cable management, load monitoring, seating solutions, stage platforms, dance floors, curtains, truss, and more.

PSRIG firmly believes in its products and is dedicated to offering top-notch service and know-how to the dynamic market. Now established in three key European capital areas—Stockholm, Copenhagen, and Amsterdam—the company is building on decades of excellence with employees committed to driving innovation and advancing new rigging safety standards.

Further information can be found at www.psrig.com.

Contact information

PSRIG B.V.

Marc Lubberts, Managing Director
Phone: +31 6 225 15 115
Email: marc@psrig.com

Smitspol 15S
3861 RS Nijkerk
The Netherlands

Press Office

Phone: +46 10-211 50 50
Email: communications@psrig.com

