

# SMT House appointed Distributor for Panasonic's Smart Factory solutions and products

Denmark, Nov 10<sup>th</sup> 2021

**SMT House is appointed Distributor for Sales and Service for Panasonic Factory Solutions Europe in the Nordic and Baltic region. This includes full distribution of the Smart Factory product portfolio from Panasonic covering production equipment for the electronic industry, software solutions, welding robots and automated manufacturing solutions across a broad range of industries.**

*Yo Hayashi, Head of Sales of Panasonic Factory Solutions in Europe says:*

“With the addition of SMT House as Panasonic Smart Factory Distributor, we are able to strengthen our distribution network in the Nordics & Baltic region. SMT House is an excellent distributor with experience in delivering exceptional service and maintaining strong relationships across the region. Their many years of experience and knowledge in the electronic manufacturing industry as well as the financial business solutions SMT House can offer to our customers like renting will definitely support our ambitions. We are very proud and excited to further strengthen our partnership in the Nordic & Baltic region.”

*Ole Thers, Managing Director of SMT House Group, commented:*

“We are excited to be appointed as the official distributor for Panasonic Smart Factory solutions in the Nordic & Baltic region. Panasonic has clearly stated their position as one of the leading innovators and solution providers for electronic manufactures with best-in-class hardware and software products. We have already tied the ties in our partnership when we closed the first customer win together. Becoming a Distributor for sales and service for Panasonic will position SMT House even better in the Nordic & Baltic region. We are looking forward to working together with the Panasonic Team and to see both companies grow stronger.”

**Are you interested in more information about Panasonic's solutions you are welcome to contact Ole Thers at +45 25303635 or [ot@smthouse.com](mailto:ot@smthouse.com).**

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## **About Panasonic Factory Solutions:**

Panasonic Factory Solutions Europe, headquartered in Ottobrunn near Munich, provides industrial products, solutions and services in Europe. The portfolio covers production equipment for the electronic industry, software solutions, welding robots and automated manufacturing solutions across a broad range of industries. Panasonic Factory Solutions Europe consists of the following business units:

- √ Electronics Manufacturing Solutions (Pick & Place equipment, printers and laser markers for the SMT and THT manufacturing)
- √ Solution Engineering (Software Solutions like PanaCIM and ProcessTracker for smart manufacturing and digitalization for Industry 4.0)

***More information about Panasonic Factory Solutions can be found here:***

**[Panasonic Factory Solutions](#)**

**About SMT House Group:**

SMT House is a sales partner in supplying end-to-end turnkey SMT solutions throughout Europe with own direct sales team and a network of agents. SMT House cooperates with sister company SMT Renting as the financing company, as SMT Renting is specialized in SMT equipment renting solutions. With over 30 years of experience in the Electronic Manufacturing Industry we have a unique in-depth know-how about the market for electronic production equipment.

Together with our flexible financing model we offer unique end-to-end SMT solutions including service and technical benefits that are incomparable with other offerings from electronic manufacturers in today's market.

***More information about SMT House and SMT Renting can be found here:***

[SMT House AB \(info@smthouse.com\)](mailto:info@smthouse.com) or [SMT-Renting \(info@smt-renting.com\)](mailto:info@smt-renting.com)