



PARTNERS IN MARKETING

April 2010 – PIM develops segment-oriented strategy for Zumtobel

Zumtobel, a Zumtobel Group company, is a leading supplier of integral lighting solutions for various fields of application. For more than 50 years, Zumtobel has been developing innovative lighting systems and concepts that meet the needs of the market concerning ergonomics, economics and ecology and also create aesthetical added value. Sales outlets and branches in 70 countries testify to Zumtobel's strong commercial presence in international markets.

Zumtobel appeals to Partners In Marketing to further implement a solid segment-oriented strategy in the Benelux countries. That way, the market leader in the lighting business can deal with particular problems within specific issue-areas and serve its customers as effectively possible.

Additionally, industry-specific company solutions will be developed for market segments where numerous opportunities can still be exploited.

