

ewo



ewo opens USA branch

16th February 2023

(USA) – Italian lighting manufacturer ewo has established its presence in North America by opening its first subsidiary in the USA.

“The American lighting market is the biggest worldwide and offers incredible potential. At ewo, we are continuing our plans for expansion, and I believe it’s now an ideal time, as well as a natural next step, for us to grow our network and business overseas,” said Hannes Wohlgemuth, CEO of ewo.

ewo USA will be led by Juergen Boenisch – a renowned lighting expert that has worked in the North American exterior lighting industry for almost a decade. As President and CEO of ewo USA, Boenisch will bring a deep understanding of the North American market, as well as extensive experience in establishing and growing businesses. With its new location in the Boston area and a dedicated team, ewo USA is well positioned to provide cutting-edge lighting solutions across the United States and Canada.

Of the expansion, Boenisch said: “ewo has the instinct to quickly recognise new trends in this fast-paced market – ahead of time – and dedicates perfectionism to engineering while setting new standards. Moreover, it’s remarkable to observe their rigorous attention to the customer in creating an ideal and often very individual solution to their specific needs.”

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Juergen Boenisch, President and CEO, ewo USA