

**CORPORATE NEWS**  
November 19, 2024

## **PFISTERER continues on path of international expansion and opens new production facility in Rochester, NY, USA**

Winterbach, Germany – PFISTERER Holding SE, the international leader in quality for electrical connectivity technology for energy infrastructure, is continuing to grow its international market position according to plan and has opened a new production and sales facility in Rochester, NY, USA. The new site represents an important milestone in the company’s expansion strategy and underlines its ongoing commitment to innovation, efficiency, and customer satisfaction.

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*Grand opening in Rochester: (Center, left to right, with scissors) Johannes Linden, Spokesperson of the Executive Board of PFISTERER Holding SE, Marcus Horn, President of PFISTERER North America, and Dr. Konstantin Kurfiss, Member of the Executive Board of PFISTERER Holding SE, ceremoniously cut the ribbon at the festive inauguration of the new production and sales facility. (Source: PFISTERER)*

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With around 10,000 square meters of floor space, metal and silicon working will be carried out at the plant, as well as the installation and testing of high-voltage cables for the offshore industry. Production will focus on overhead line insulators and screw connectors for cable systems. Furthermore, the new site will include a training center exclusively for PFISTERER customers. All told, PFISTERER invests almost \$10 million in the new site in Rochester in order to meet the highest safety, sustainability, and quality standards in the production process.



*PFISTERER invests in jobs and regional development for a strong future. (Source: PFISTERER)*



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“With our new site, we are extremely well equipped on the production side to unlock the incredible growth potential in the North American market. We work closely with our customers and are able to react quickly,” says Johannes Linden, Spokesperson of the Executive Board of PFISTERER Holding SE. The ever-increasing global energy demand, as well as the technological transition, combined with infrastructure that is outdated in many places, leads to significant investment and growth potential in the market addressable by PFISTERER. With the expansion of activities in the North American energy market, PFISTERER is carrying forward its internationalization according



*PFISTERER and guests at the opening of the new Rochester facility. (Source: PFISTERER)*

to its internal strategy. Alongside the core regions of Europe, the Middle East, India, and the Far East, North America is one of the most important global growth markets for PFISTERER in the coming years.



*PFISTERER and guests at the opening of the new Rochester facility. (Source: PFISTERER)*

Dr. Konstantin Kurfiss, Member of the Executive Board of PFISTERER Holding SE, adds: “The North American energy market is growing quickly, driven by the necessity to modernize power grids, increase resilience in the face of extreme weather events, and develop capacity for renewable energies. As part of our expansion strategy, we are ready to support this growth efficiently and sustainably with our new production and sales facility.”

In the middle term, production and sales will be developed at the new site, creating additional jobs. In this way, PFISTERER will contribute to the development of the regional economy and strengthen its competitive advantage for the future.

## ABOUT PFISTERER

PFISTERER is a globally leading and independent technology company with head offices in Winterbach near Stuttgart, Germany. The company develops, produces, and sells solutions for the insulation and connection of electrical conductors for interfaces in power networks – from the generation to the transmission to the distribution of electrical energy – on land, at sea, and in the air. With its powerful innovation, state-of-the-art production capabilities, and global sales network, PFISTERER offers advanced solutions for the challenges of electrification. Since its founding in 1921, PFISTERER has established itself internationally as a pioneer in modern energy infrastructure and is an attractive employer in a future-oriented industry with exciting development opportunities for more than 1200 employees at 17 sites and five production facilities around the world. Karl-Heinz Pfisterer, grandson of the company's founder, has made decisive contributions to this development since the 1970's and today is the Chair of the Supervisory Board.

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