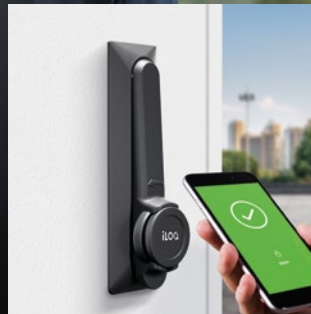


DIRAK[®]

FALL/WINTER 2023

MAGAZINE



Back to the future

New management at DIRAK

DIRAK solutions for iLOQ cylinders

Next-level latching solutions



04



08

Contents



12



21



22

- 04 New management: Back to the future
- 08 Poland and Romania: The course is set for growth
- 10 DIRAK companies at the Global Summit in Italy
- 12 This is what DIRAK offers its trainees
- 15 Knowledge under one roof
- 16 DIRAK's year at trade shows: An overview
- 18 What does an application engineer actually do?
- 20 Application engineering assists sales
- 21 Exchange of ideas about solutions and products
- 22 iLOQ - robust design meets smart technology
- 25 The new compression latches
- 26 Product presentation: Mechatronic locking systems
- 28 Product presentation: Rod latches
- 29 DIRAK solutions in telecommunications
- 30 Our summer festival on the Lake of Kemnade
- 32 Did you know?
- 33 One item per second
- 34 Social media successes
- 35 Contact: Always up-to-date

Dear Readers,

This year, there were some changes at our company; we will tell you about them in this issue. We will also provide you with some insight into our restructurings and our new goals in line with the motto **"back to the future."**

In addition to other topics such as our global development, trade show activities, and our summer festival, we will tell you about the new products that we have launched in recent months. These include our latching solutions for iLOQ half cylinders, which we developed jointly in a partnership with iLOQ.

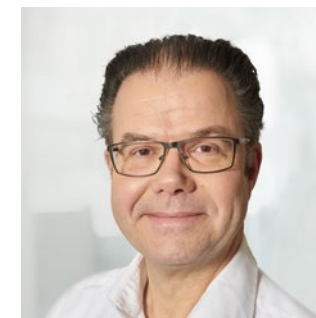
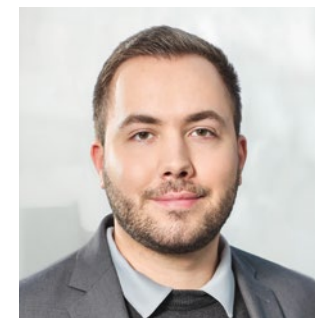
Our new solutions are suitable for a wide variety of applications, surely also for yours. We wish you very enjoyable reading!

Kind regards,

Lukas Ramsauer
Shareholder

Michael Ramsauer
Shareholder

Jens Boche
Managing Director of DIRAK
Holding and DIRAK GmbH



New management at DIRAK

Back to the future

In June of this year, there was a change to our management: Since then, Jens Boche has been responsible for the entire DIRAK Group in order to advance the DIRAK organization successfully worldwide. Together with the Shareholders Lukas Ramsauer and Michael Ramsauer, his goal is to help this family-owned company grow.

The focus here should be especially on the **values of trust and fairness**. Jens Boche says, "Our customers always come first." "We help our customers personally with innovative products and processes. We always work together to find the optimal solution for their applications." Thanks to clear communication, flat hierarchies, quick decision-making, and balanced workloads, we work hand in hand."

In addition, we provide comprehensive training thanks to the new **DIRAK Academy**. This way, we can work together to tackle our customers' challenges better and advise them more efficiently. You can learn more about this in the article "Knowledge under one roof" on page 15.

*"Our customers
always come first"*

” Jens Boche

*Michael Ramsauer (L) greets Jens Boche (R),
the new Managing Director.*



■ **To increase proximity to our customers,** we rely on global growth, among other things. Our local companies in Italy, Poland, and Romania, which started successfully in 2021 and 2022, are expanding their sales teams to this end. Furthermore, we will be opening a new location in England at the beginning of 2024 and expanding our global network in Great Britain. In the USA, we have reworked our processes since the move to Manassas so that we can work in a more structured and modern fashion there. And we are currently expanding our activities in India, the Middle East, and Asia in order to achieve additional growth with our own, expert teams.

■ **In Ennepetal we are optimizing our sales structures to provide our customers with comprehensive support.** Our employees in national, international, and key account sales are the permanent contacts who take care of our customers. We also assist our customers by sending our sales, product management, and application engineering employees to customers' locations so that they can advise them on-site and find exactly the right solutions. Read "Application engineering assists sales" on page 20 for more details.



■ **Our marketing team ensures that DIRAK remains close to its customers:** We attended many trade shows this year, a trend that will continue next year, and with "DIRAK on-site," we organize company trade shows for our customers. And via our social media channels such as LinkedIn and YouTube, we allow people to take a peek behind the curtains and report about our innovations and groundbreaking solutions.



■ **Hand in hand with partners and employees** There is some news in the supply chain management sector. Our affiliated DIRAK companies can tap directly into our supply chain. Jens Boche explains: "We guarantee our DIRAK companies access to our systems. Thanks to this transparency, our supply chain is greatly improved and optimized."

■ **Our workforce representation: By employees for employees** We offer our employees balanced flexibility, such as some mobile work. In addition, we have workforce representation consisting of nine colleagues from different departments that was established to represent our employees' interests and has already recorded its first successes: DIRAK employees can shop via corporate benefits and they receive exclusive

discounts, e.g., in the areas of technology, travel, fashion, and home goods. They can also lease eBikes with JobRad. The new Managing Director sums the situation up this way: "Currently, things are changing at our company. I look forward to working with our employees in all locations in Germany and around the world to tackle customer challenges in many different projects. I'm looking at a successful future for everyone."



From L to R: Michael Ramsauer, Jens Boche, Melanie Becker, Regine Kämper, Markus Krieger

More personnel for DIRAK Poland and Romania

The course is set for growth

Our locations in Poland and Romania continue to grow, expanding our customer base and welcoming new employees to the DIRAK family.

In 2022, we hired Patryk Michalowski as the first sales manager for DIRAK Poland; he even lives in his sales area. Then at the start of this year, Przemyslaw Socha became the second sales manager; he is also involved in outside sales. Managing Director Tomasz Schulz provides the perfect complement to this duo, so that we have three experts who can assist our Polish customers directly on site. Joana Cywińska-Stopa and Natalia Zahnitko are two other

new employees in inside sales, and we intend to hire a technical support specialist in 2024. Therefore, starting next year, we will have six employees in this location; they will help us expand the range of services we can offer our customers.

In addition to the new employees and more visible presence, DIRAK Poland participated in three events in 2023: The **Sales and Integration Workshop** near Warsaw in May and the **ENERGETAB** and **TRAKO** trade shows in September. We are excited about these developments, which will offer our customers and potential customers many opportunities.

Patryk Michalowski
Sales Advisor



Przemyslaw Socha
Sales Advisor



Joana Cywińska-Stopa
Inside Sales



There's also big news from Romania.

Sales planning for 2024 is 50% higher than for 2023. Starting in December, we will also be hiring employees in this location. These will include inside sales support for the stock and management sectors, as well as a Hungarian sales employee for our department director. We are expanding our sales force with these employees and improving our proximity to customers in Romania and Bulgaria, as well as in Hungary.



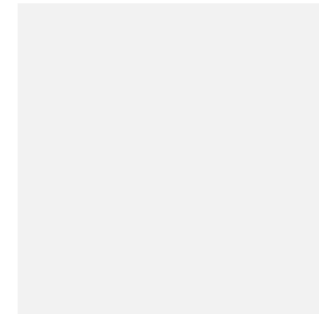
Meeting and exchange of ideas in Milan

DIRAK companies at the Global Summit in Italy

Our DIRAK companies from the USA, India, China, the Middle East, Singapore, Poland, Romania, Italy, Great Britain, and Germany met in the offices of the newly established subsidiary DIRAK Italy.

At the meeting in November, the focus was on getting to know one another and the subsidiaries' important contributions. Existing and new fields of business were presented and discussed in various workshops. Together, we are convinced that the potential of our affiliated DIRAK companies can be interlocked more closely and therefore optimized more intensively. As the DIRAK Group, in the future we want to detect opportunities on various markets faster and gain additional global market shares.

By improving global cooperation at our corporate group, the life's work of our founder Dieter Ramsauer will make a name for DIRAK around the world. We would like to express our special thanks to our colleagues at DIRAK Italy for arranging the Global Summit, and to Mr. Achim Lange for his organizational talent.



Strong young talents, strong future

That's what DIRAK offers its trainees



DIRAK has always stood for quality and innovations – and these are only possible with new, fresh ideas. That's why we're especially committed to trainees. We would like to tell you briefly about our focal points here.



Having a direct connection to young people is important to us in order to offer them a good start to their careers. So what could be better than attending a trainee trade show at our headquarters in Ennepetal? For two days, we exhibited at **“Zukunft EN,”** which was supposed to offer initial orientation to entry-level workers directly in Ennepetal and in neighboring Hattingen.

Ann-Kathrin Frank, our HR manager, who is responsible for our trainees, and our trainees on-site provided exciting insights into the varied trainee professions at DIRAK. In addition, they presented the DIRAK Group and numerous products that we encounter almost everywhere in everyday life.

Wir freuen uns auf Dich!

Das bieten wir für Deine Ausbildung

- + 35 Urlaubstage
- + Flexibles Arbeitszeitmodell
- + Zusätzliche Prämie zum Halbjahr und Jahresende
- + Mitarbeitererrabatte u.a. bei namhaften Onlineshops
- + Individuelle Entwicklungs- und Weiterbildungsmöglichkeiten
- + Betriebliche Altersvorsorge und Vermögenswirksame Leistungen
- + Flache Hierarchien
- + Ausreichend Parkplätze
- + Willkommenspaket, Babybox, Jubiläumsvergütung, Arbeitsplatzbrillenzuschuss
- + Regelmäßige Firmenfeiern/-events

From L to R: Ann-Kathrin Frank, André Hermesmann, Anna Ritschel, Ismail Akbas

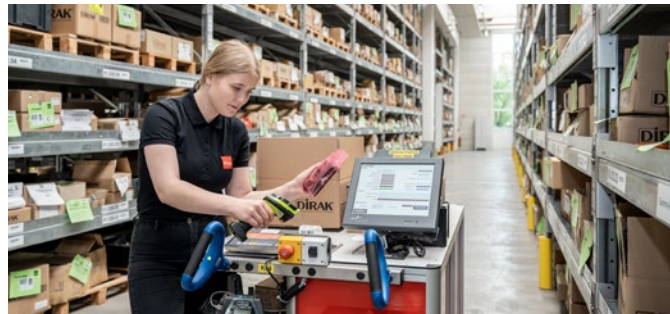
And what else is great about starting your career at DIRAK?

In addition to great professional prospects, there are a lot of benefits such as flexible working hours, various work-related bonuses, individual advancement and numerous possibilities for development, and much, much more.

“We would always like to get the best result for our customers. Satisfied, motivated employees are essential for this. That’s also true for our trainees,” is how Ann-Kathrin Frank sums things up. That’s why DIRAK regularly fosters team spirit with different events. These include attending Schwelmer Baskets’ games, for example; we are one of their sponsors.

“We would always like to get the best result for our customers. Satisfied, motivated employees are essential for this. That’s also true for our trainees.”

Ann-Kathrin Frank



DIRAK Academy

Knowledge under one roof

We want only the best for our customers – and this assumes well-trained employees. With the DIRAK Academy, Udo Platz ensures that inside and outside sales, but also our subsidiaries and distributors’ employees are extremely familiar with our products.

“We want to advise and assist our customers as well as we can,” emphasizes Platz, who has developed a three-level training concept for this. Here, participants can acquire basic knowledge on the “basic” level; with the “advanced” and “special” levels, the

contents are ever more specific. “This way, we ensure that all of our colleagues learn what makes sense for their particular area.” That’s why they can complete the individual modules, regardless of the level, independently of one another.

Even though the concept is already being put into practice, the Academy will be still better in the future. It will be even easier to book the modules with a training tool and management system. This is how we are working to increase our customers’ satisfaction and make them even more loyal to us.

DIRAK ACADEMY FOR WHOM?

- Customers existing and potential
- Workforce
- Distributors national/international
- Onboarding new employees in general areas
- Onboarding new employees in technology and sales with/without industry knowledge
- Onboarding employees in foreign companies

TECHNICAL TRAINING | MODULAR PRODUCT TRAINING

SPECIAL	Basic knowledge about DIRAK: products, catalog website	The single product groups know in detail, understand and apply.	Special topics: new products, project related DIRAK USPs
ADVANCED	BASIC	ADVANCED	SPECIAL

BASIC ADVANCED SPECIAL

DIE DIRAK ACADEMY

From Stuttgart via Poland to India:

DIRAK's year at trade shows: an overview

For us, trade shows are not just an opportunity to present our products and innovations. They are opportunities to enter into a dialogue with our customers and make personal contacts – everywhere in the world. This year was particularly exciting since we were even represented at a trade show in India. However, even familiar industry trade shows such as the Blechexpo in Stuttgart and ENERGETAB and TRAKO in Poland were very successful for us.

At the end of the trade show year, the **Blechexpo** was a particular highlight. At this international trade show for sheet metal processing, we presented our next-level latching solutions for iLOQ and the DIRAK-SNAP-Technology for the first time. Trade visitors showed a lot of interest, indicating that both products will fill a gap on the market. In particular, the iLOQ line, about which you can read more in this issue, was very positively received. It was wonderful to have so many lively conversations with trade visitors on all four days.



Energy technology and electrotechnology in September. Here too, visitors demonstrated great interest in our industry solutions. To raise our brand awareness in Poland, this year we also exhibited at **TRAKO in Gdansk**.

This trade show is one of the most important events for the railway and rail infrastructure sector in Poland and Central and Eastern Europe. We took the opportunity to present the latest DIRAK innovations and gain valuable feedback in many conversations there.



IREE 2023 at the Pragati Maidan in **New Delhi** was also a truly exceptional opportunity for DIRAK. DIRAK India was represented with a 36 sq m booth at the 15th international exhibition for railway equipment from October 12-14 and was pleased to make many (new) contacts.



Trade show calendar

EuroBLECH
October 22-25, 2024
Hannover, Germany

InnoTrans
September 24-27, 2024
Berlin, Germany

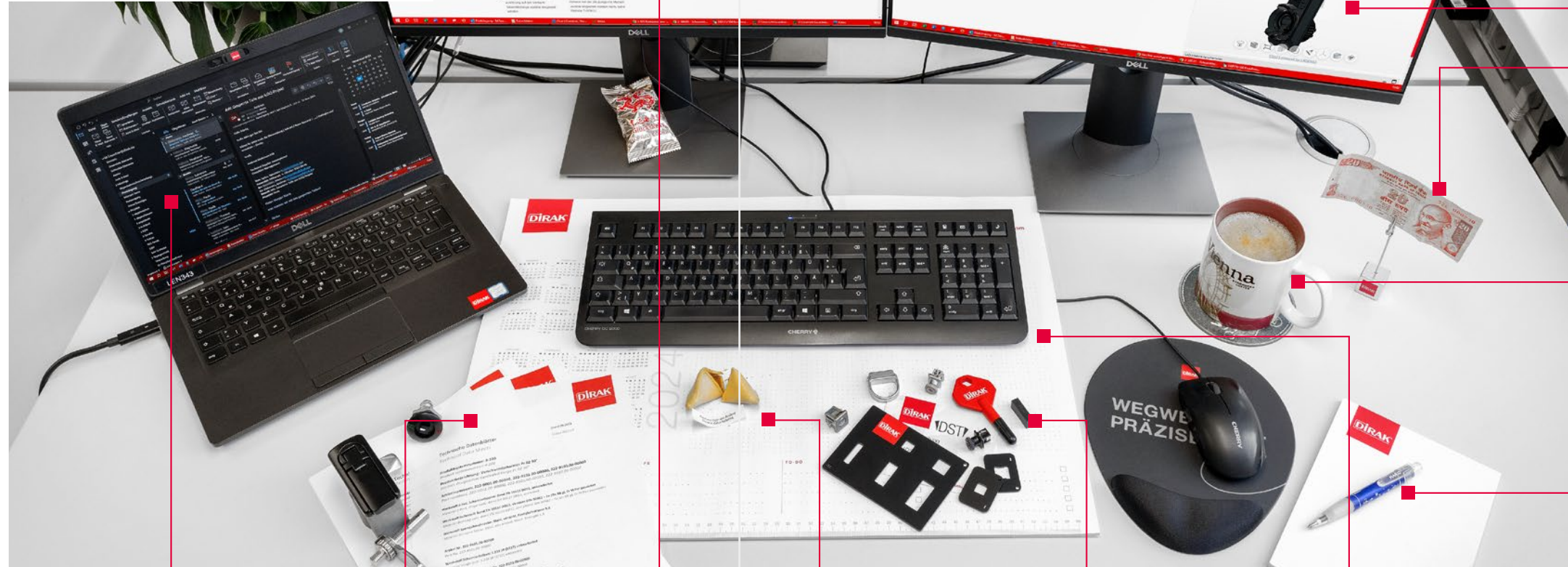
Additional dates to follow



What does ... an application engineer actually do?



Mario Sauerbier shows us his desk and provides insight into his work as an application engineer. He's been at DIRAK for seven years already; he started in quality management in technical purchasing, then changed to product management, and since the beginning of the year, he's been working for us as an application engineer.



Outlook

Sales forwards customer inquiries with challenges for particular applications to us. These are handled promptly by an application engineer, who finds the right solution.

Data sheets

He creates a technical data sheet for each of our products; these provide information such as properties, including material, dimensions, etc.

Product pages on the Web

Always up-to-date: On our website, Mario Sauerbier searches for and finds the right solutions for our customers and compiles an appropriate selection of products so that he can forward these to the appropriate contact person in sales.

Fortune cookies

"You will be rewarded for taking care of other people." That's not just our colleague's motto – that's what this fortune cookie says. For just as he takes care of our customers, he likes to spoil the entire team with these cookies from the local Chinese take-out and spread a little happiness around.

Product sample

Holding products in your hand and knowing them inside out is especially important. This way, the application engineer can provide solid answers to all questions.

Desk pad

It's always there if you need to make spontaneous notes during videoconferences or telephone calls.

Special pen

He has had this pen since completing his studies; it was a gift for his later professional life.

Cadenas

As the person responsible for the models that we make available to our customers via Cadenas, he checks the data before uploading it and updates the tool with each product innovation.

20-Rupee-bill

There's also a lot of exchange with the global DIRAK network. This bill is a reminder of a visit from our subsidiary in India.

Coffee cup

Coffee is a "must" and it tastes especially good with a little Viennese flair. Mario Sauerbier has confessed to being a Starbucks cup collector, and he told us that he buys a city cup as a souvenir nearly every time he goes on vacation. The Vienna cup enjoys a prominent place on his desk.

Tightly networked and close to the customer

Application engineering supports sales

Conversations where you see eye-to-eye are crucial for advising customers. But even a technical sales expert sometimes reaches his limits when talking to customers' engineers or specialized departments such as design. That's why we at DIRAK work closely with one another: Our application engineers assist sales on customer visits, serving as expert partners to provide answers to especially technical questions.

"This is how we bundle all our strengths for our customers," explains Thomas Pohlmann, Head of Product & Application Management. And the advantages are clear: On the one hand, customers still interact with their usual contacts from sales. In addition, they can discuss matters with application technology experts. If a customer requests such advising, sales will do everything to minimize the organizational effort required.

"We are well-positioned in application technology and we have the necessary capacities, so that our customers can request this service at any time."

Thomas Pohlmann



DIRAK on-site

Exchange of ideas about solutions and products

Trade shows are ideal for presenting new products and meeting customers in person. To make life as easy as possible, we organize "DIRAK on-site," a trade show directly on our customers' premises. This way, our customers don't have to travel, their workflow is not interrupted, and all the employees can participate in the trade show.

"We come into close contact with our customers through these trade shows so we can tackle their challenges more specifically," explains Rainer Niggemann, Sales Director DACH & BENELUX. Current examples are special requirements that must be fulfilled for fire protection. Together, our experts and one of our customer's engineers found an ideal solution.

Many other cases also demonstrate how well this concept works in practice. Furthermore, customers profit from a trade show custom-tailored for them. Should the focus be on particular products? No problem! Should there be a brief presentation? Here too, DIRAK can address the customer's specific requests. **In principle, we customize the trade show experience for our customers,** says Rainer Niggemann.

For more information about "DIRAK on-site," see our new digital brochure. You can also inquire there about arranging this event for your company.



More information
in our new digital brochure



For optimal access management

Robust design meets smart technology

Control cabinets are on railroad tracks, in transformer sheds, and frequently far away in open fields, which is why maintenance work can be very time-consuming. That's why an efficient and secure system for cabinet access is essential. However, making this happen can be challenging.

Access to control cabinets with a key is subject to risks. If someone can't find the key, no one can make repairs quickly. Internet or power failures, e.g., in households or on train lines, can result. Mario Sauerbier, Application Engineer at DIRAK emphasizes: "We know how important user-friendly, secure access systems are. Our advanced latching solutions are the latest step in this direction."



Watch our video



■ Latest-generation digital key management

Our new, innovative product line offers more than 20 variants specially for the iLOQ cylinder D50S. This cylinder works regardless of power and batteries and uses NFC technology. A signal is sent with a token or smartphone; it opens the cylinder. "Analog keys are no longer required, and in addition, iLOQ offers greater digital security," says the application engineer.

■ Reliable protection from DIRAK

Previously, there were mechanical weak points: Often cylinders, and especially their antennas, protruded beyond the handles, which made them subject to vandalism and weather. "Our new product line has solved these problems," claims Sauerbier. Many of the

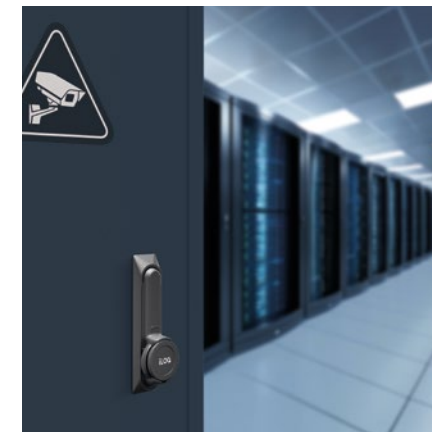


Please visit our website for more information

existing models are specially certified according to IP65; some even offer protection according to resistance class RC2. To fulfill these requirements, we rely exclusively on robust materials and design that offers potential vandals few points of attack.

■ Wide range of applications

Numerous users will profit from this, for thanks to its digital properties, the iLOQ D50S is already used as a solution in many demanding industries. These include machine- and plant building and tunnel construction; traffic engineering; energy; and environmental technology, not to mention telecommunications and IT and data centers. In addition, demand is increasing in industries and among wholesalers who sell directly to end customers and provide services to them. For example, access to package and bicycle lockers, garages, and equipment sheds can be managed easily with our new latching solutions.

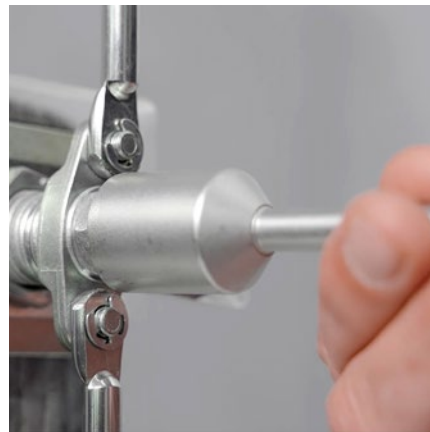


iLOQ



■ **Easy installation for retrofitting**

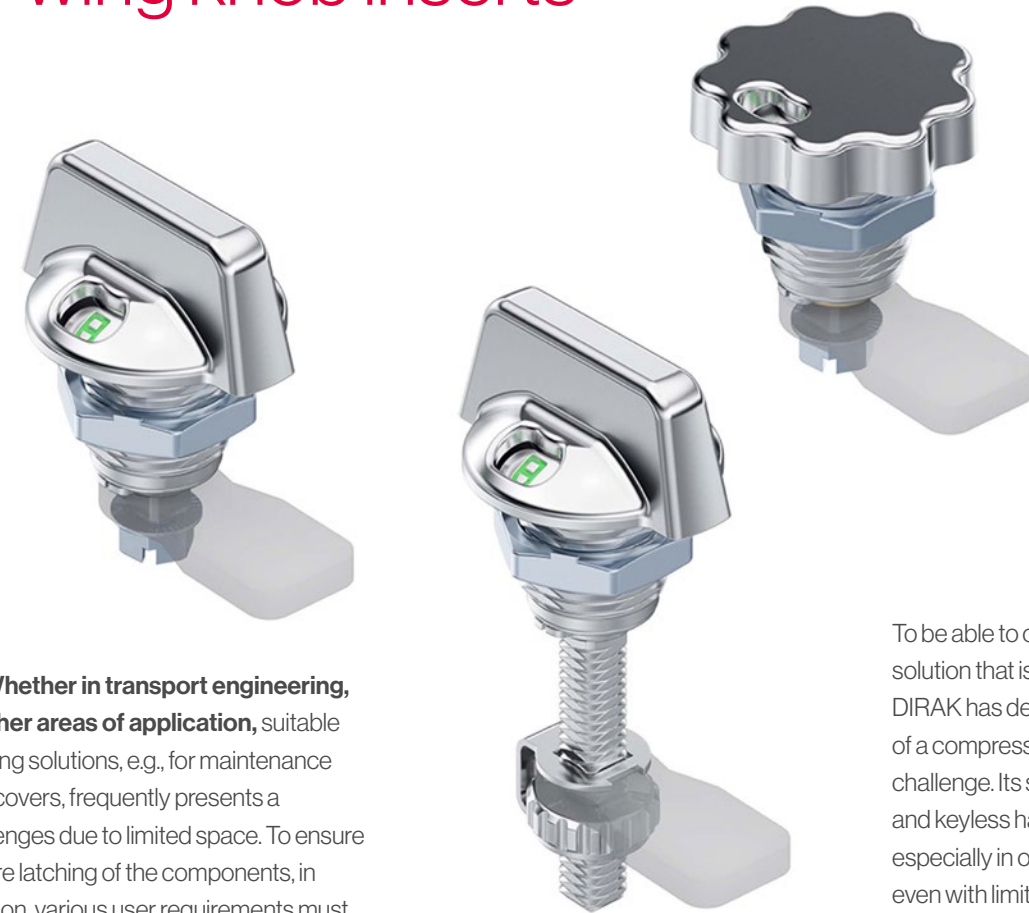
The new iLOQ product line was not designed solely for new control cabinets and housings. Users who already have a DIRAK solution can profit easily from the advantages of these new latches. "During product development, we made sure that changing to one of our new solutions is as easy as possible," says Sauerbier. That's why it's possible to mount the new swinghandles in the same handle dish, so that no replacement is required. This makes installation intuitive and expert users can do it in just a few steps. In addition, these solutions can be installed on the left or right. Furthermore, there are many accessories for various adapters as well as rosettes-sets and useful drill templates.



Watch our video

Done in the blink of an eye

The **new stainless steel compression latches** with round or wing knob inserts



■ **Whether in transport engineering, or other areas of application,** suitable latching solutions, e.g., for maintenance hole covers, frequently presents a challenges due to limited space. To ensure secure latching of the components, in addition, various user requirements must be considered depending on the area of application.

To be able to offer our customers a latching solution that is both suitable and secure, DIRAK has developed different variants of a compression latch specially for this challenge. Its sturdy material properties and keyless handling allow for flexible use, especially in outdoor applications, and even with limited space. Activation takes no time at all.



Please visit our website for more information



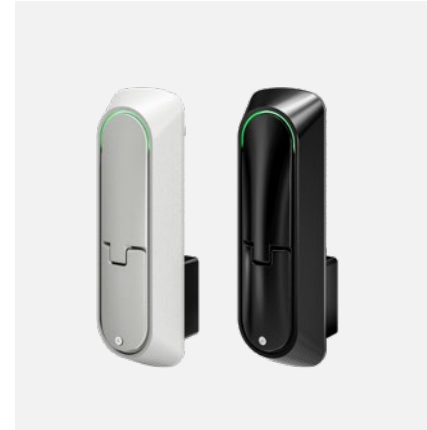
Flexible and secure

Mechatronic locking systems

The world of locking systems is changing fast, for digital innovations have redefined standards for these systems. Our response to these challenges are advanced mechatronic locking systems for various applications.



More info on our website



The **MLE1102** swinghandle can be incorporated easily into existing management systems and, thanks to its powder coating and IP65 leaktightness, it can withstand harsh weather.

Our **MLR1000** swinghandle was optimized for sensitive security areas in industrial systems. An LED visualizes the handle status at all times and these handles can be customized easily thanks to their backlit information field.



The **MLI1101** swinghandle offers the best protection for control of systems and machines. It is locked mechatronically and can also be opened with a key in an emergency.

The **MLI1102** quarter-turn increases security on industrial machines and housings with precise mechatronic access control.



They are not visible from the outside and therefore ensure high security: the **MLU1002** and **MLU1003** rotary latch locks. That's why they offer vandals no point of attack. In addition, they evaluate the locking bolt status. The **MLU1003** offers additional security by indicating the door status.

"This combination of advanced technology and user-oriented flexibility is what distinguishes our products – and that's what we will keep enhancing."



Akansel Sereflioglu
Product Manager
Mechatronics

Optimal solutions

Multi-point systems

Are you looking for an easy and at the same time secure locking in just one operation? We have two suitable solutions for you: the DIRAK rod latch for quarter-turn for applications in the

sealed area and the DIRAK rod latch with quarter-turn for applications outside the sealed area.

Here is an overview of both models' advantages:

1-350 rod latch for quarter-turn



■ Easy to integrate

For all standard quarter-turn housings with a housing length of 18 mm in the sealed area.

■ Quick to install

The DIRAK rod latch can be snapped onto the housing without any tools.

■ Smooth operation

Easy locking and security in just one locking operation, as compared to common solutions.

■ Adaptable

The dual rod design enables quick, tool-free installation by hooking in round or flat rods.

■ Ergonomic

90° activation enables a 20 mm stroke of the rods used.

■ Conductive

When a grounding nut is installed.



To the product page



To the product launch

1-351 rod latch with quarter-turn



■ Compact

To use quarter-turn housings with a housing length of 12 mm outside the sealed area with little space required within the door bending (18 mm).

■ Quick to install

The DIRAK rod latch can be snapped onto the housing without any tools.

■ Smooth operation

Easy locking and security in just one locking operation, as compared to common solutions.

■ Practical

For quick, tool-less installation of flat rods by hooking them in.

■ Ergonomic

90° activation enables a 20 mm stroke of the rods used.

■ Conductive

When a grounding nut is installed.



To the product page



To the product launch

Expansion of digitalization

DIRAK solutions in telecommunications

The free exchange of data is crucial in the information age. With it, however, demands for appropriate infrastructure for telecommunications also grow. With our solutions, the industry protects its housings against vandalism and regulates access control.

■ Security in the open countryside

Telecommunications control cabinets are frequently in residential areas, on highways, or in the open countryside in order to serve rural areas. There, they are an ideal target for casual vandalism. We provide Deutsche Telekom and many other companies such as Glasfaser Nordwest and manufacturers of control cabinets with ideal latching solutions for protecting their cabinets reliably. Thanks to their robust materials and clever design, many of our solutions are secured according to resistance class 2 (RC2) against vandalism. Proof of this is provided by an independent inspector.

We also offer our telecommunications customers solutions that are protected against dust and water according to IP65.

■ NFC-assisted, mechatronic or manual

We rely on different models so that we can fulfill our customers' needs. Our new product line is appropriate for iLOQ cylinders, which makes NFC-assisted access management possible. By contrast, anyone who would like centrally controlled access will reach for a mechatronic solution. Approval for a particular control cabinet is granted via a central control. The difference: A power connection is required for opening. By contrast, for users who don't have specific access management requirements, manual solutions that make do with an analog locking system are sufficient.

■ Conclusion: More selection than ever before

We take the necessity of digitalization seriously and that's why we have further expanded our portfolio for the telecommunications industry. With the new iLOQ-compatible product line, various mechatronic and manual locking systems, we offer a broad spectrum of suitable industry solutions. That unite security and maximum ease – and this to fulfill every need.





DIRAK celebrates

Our **summer festival** on the Lake of Kemnade

Work hard, play hard! About 200 colleagues gathered at the Haus Kemnade to celebrate.

This beautiful location right on the Lake of Kemnade was the ideal setting for an outstanding evening and a marvelous night. On a hot summer night, DJ FloRy and the live band "Groove Delights" heated things up even more. But then there were cold drinks and delicious ice cream to cool things down. And the menu also featured all kinds of delicious dishes.

And what does every summer festival need? Of course, a raffle! People were very excited as more than 30 prizes were raffled off. The big prize was an exclusive Weber gas grill. It made the raffle a true highlight of this marvelous day. And our colleagues' opinions reflect this: "We were enthusiastic, that's how a truly great company festival should be!"



"We were enthusiastic, that's how a truly great company festival should be!"



Certified quality

Did You Know

For customer requirements and practical applications, it's important to protect locks against environmental influences.

These include not just humidity, but also dust and fine particles. Such particle can range from flour dust in a bakery to industrial dust in a factory to "desert sand" in the Sahara.

We test our products in our dust test chamber according to standards under harsh conditions in accordance with DIN EN 60529 – so we make a lot of dust.



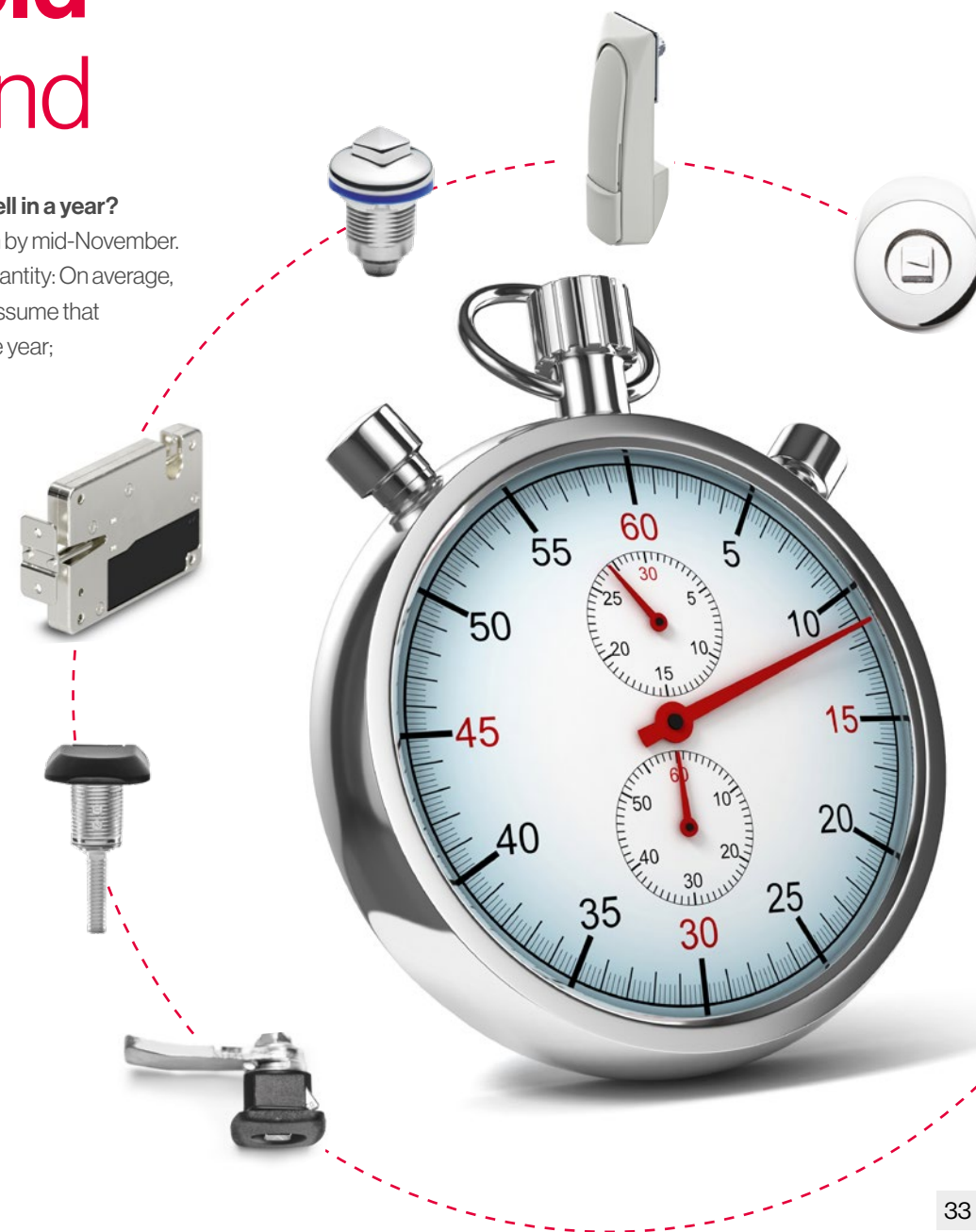
A look at the clock

Items sold per second

Do you know how many items we sell in a year?

In 2023, the count was about 28 million by mid-November. A brief calculation clarifies this huge quantity: On average, a year has 31,556,952 seconds. Let's assume that we will sell more items by the end of the year; then we can make a strong statement in good conscience:

"A DIRAK item is sold **somewhere in the world** once every second!"



Look back

Social media successes



With a successful mix of topics, we have not only gained many new followers, we have also increased the page calls on LinkedIn.

Product launches, company events, and a lot of insights into the DIRAK world – there was a lot going on on social media this year. We are pleased that these exciting topics were well-received, as statistics demonstrate. Among other things, we have cracked the 1000-follower mark with the DIRAK LinkedIn profile. Currently, we have **1,453** followers, which corresponds to **growth by 725 followers** in just one year. Many of you have searched for information about our company's innovations – the **5,349 page calls** of our LinkedIn page clearly indicate this.



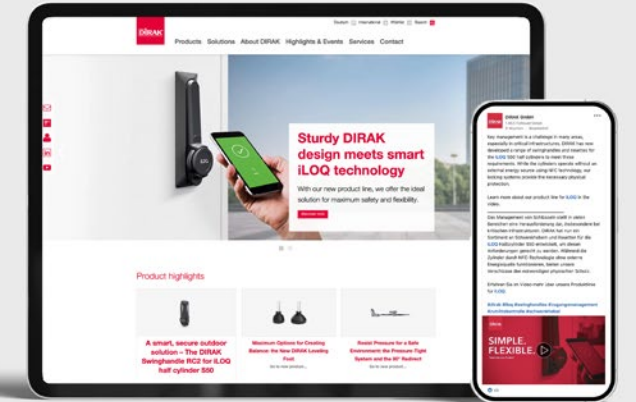
Insight

Always up-to-date

If you don't want to wait for the next issue, please feel free to subscribe to our digital channels such as **LinkedIn** and the **Newsletter**, and of course you can also visit our **Website**. You can also find your direct contact person there.

Our website also has useful features including the hinge recommendation and an option for downloading CAD data.

We look forward to seeing you!



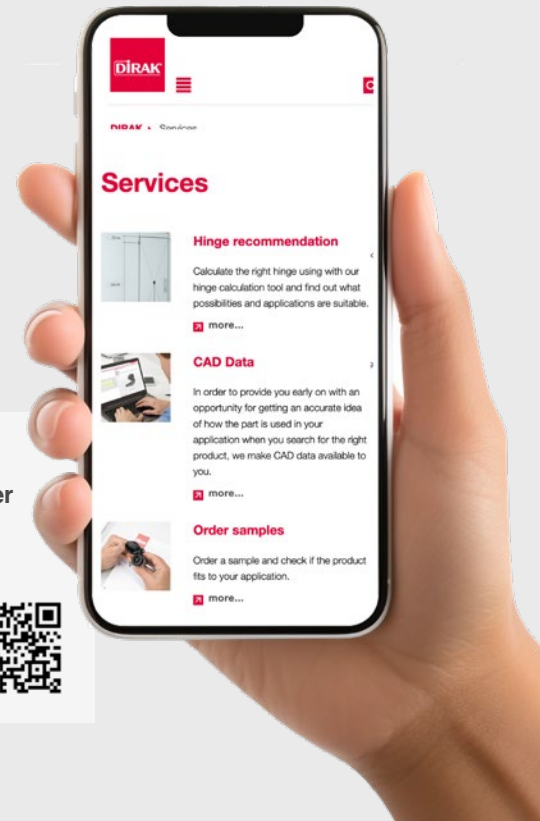
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Profit from exact CAD data

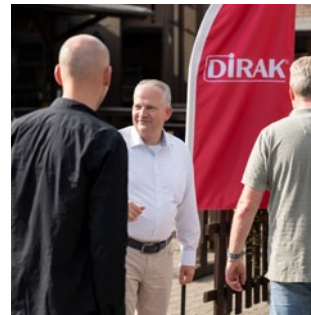
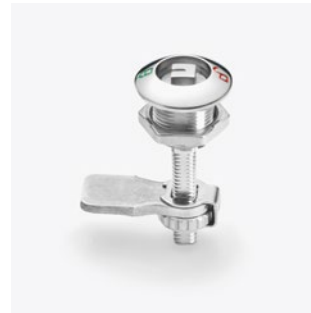
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