



SENNHEISER PLANS NEW FACTORY IN ROMANIA

Braşov/Wedemark, March 16, 2018 – Sennheiser is announcing its plan to set up a fourth wholly owned factory in Braşov, Romania. The move further advances the audio specialist’s strategy to invest in a strong future as independent, family-run company. Together with its existing factories in Germany, Ireland and the USA, the new manufacturing base will ensure that Sennheiser will be even more flexible in reacting to market requirements. After the completion of construction in this year, the Braşov facility will initially focus on the manufacture of consumer electronics products.

In establishing the new factory, Sennheiser intends to strengthen its position in the European consumer electronic markets. “For many years now, the EMEA region has been our highest-grossing region. With the new factory in Romania, we have a third European manufacturing base and are also, at the same time, expanding our supplier network in Europe. These actions give us improved control of production volumes, as well as the ability to be even more flexible in adapting our products to dynamic market requirements,” said Dr. Andreas Sennheiser, Co-CEO at Sennheiser. “With this new factory, we are making a further investment in the independence that continues to be a distinctive quality and advantage of Sennheiser as a family company.”



Industrial Park Braşov is the location for the new Sennheiser factory

As an industrial powerhouse and university city, Braşov in Romania’s Transylvania region offers Sennheiser a great business environment for the new factory: “One of the main reasons we chose Braşov is the infrastructure, as well as its strong connection to the European economic zone,” said Daniel Sennheiser, Co-CEO at Sennheiser. “We are looking forward to our cooperation with the Industrial Park Braşov. As a valued partner, IPB will play a key role in ensuring the high-quality standards we have for our production sites.” The new factory will focus on consumer electronic products.



“To increase the exchange of experience, we intend to deepen the network between all four Sennheiser factories,” said Andreas Sennheiser. While the factory in Tullamore, Ireland mainly produces acoustic transducers, the Wedemark headquarters focuses on products for the high-end market and professional segment, including wireless microphones. Microphones for the American and the Asian market are manufactured by the factory in Albuquerque, United States,

In total, Sennheiser works with 20 sales subsidiaries and long-term trading partners in more than 50 countries all over the world. Five innovation centers pool research and development to improve the audio specialist’s innovative power.

About Sennheiser

Sennheiser is shaping the future of audio – a vision built on more than 70 years of innovation culture, which is deeply rooted within the company. Founded in 1945, Sennheiser remains family-owned and is today one of the world’s leading manufacturers of headphones, microphones and wireless transmission systems. With 20 sales subsidiaries and long-established trading partners, the company is active in more than 50 countries and operates its own production facilities in Germany, Ireland and the USA. Sennheiser has around 2,800 employees around the world that share a passion for audio. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2016, the Sennheiser Group had sales totaling 658.4 million.

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