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Closer to the customer – PTW to open branch office in the Netherlands

The dosimetry specialist PTW Freiburg GmbH (PTW) has announced the opening of a branch office near Rotterdam to better serve the growing needs of its Dutch customers. The new branch office PTW Netherlands will officially start operations on November 1st, 2020.

With the newly established Dutch branch office, PTW expects to strengthen its reach and responsiveness to growing customer demands in this region. “The Netherlands has always been a strategically important market for PTW, both in terms of scientific research as well as development partnerships”, says Dr. Tobias Schüle, managing director of PTW. “Cancer treatment centers in the Netherlands are worldwide known for their excellence in research and cancer care. Setting up a branch office therefore seemed a logical step for PTW to better support the scientific community in this territory and develop new business opportunities.”

PTW Netherlands, located close to Rotterdam, will be headed by Iaroslav Smychliav, co-founder and managing director of the radiation oncology software specialist Fratoria BV, which was acquired by PTW in 2016. “I am proud to be at the helm of a highly committed, knowledgeable team ready to move forward. PTW has been launching exciting new dosimetry technologies this year, and we look forward to reaching out directly to our customers in the region and building even stronger customer relationships.”

PTW Netherlands’ sales and service operations will be managed by Joep Van de Leur, who has been newly appointed sales manager and brings a proven track record in sales management and extensive industry experience. An eight-person-strong team, including medical physicists and experienced software engineers, will take care of customer training, support and installation for the full range of PTW technologies.

PTW also extends particular thanks to its outgoing distributor Medsure Medical Equipment for their continued support and commitment over the past years and wishes them all the best for their future business.

PRESS RELEASE

About PTW:

PTW is a global leader in high-precision dosimetry solutions for radiation therapy, diagnostic radiology and metrology. Founded in 1922, the German company is one of the pioneers in medical radiation measurement, helping advance patient safety in modern radiation medicine. PTW technologies and services enable radiation experts in over 160 countries worldwide to precisely monitor highly complex clinical radiation equipment. The dosimetry company also owns one of the oldest and largest accredited calibration laboratories in the field of ionizing radiation and established THE DOSIMETRY SCHOOL to promote the exchange of knowledge in clinical dosimetry. PTW operates globally with ten international subsidiaries and more than 350 employees worldwide. For more information visit www.ptwdosimetry.com.

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