

Press Release

Lenze and Sonepar join forces New alliance for high-performance drive technology

Hamelin/Düsseldorf, 20 August 2025 - The Lenze Group, international specialist for drive technology and automation solutions, and Sonepar in Germany, leading electrical wholesaler, have entered into a sales partnership with a focus on innovation and market penetration. Since 1 July 2025, Sonepar has been an official "Lenze Performance Partner Distribution" - with the aim of bringing innovative drive solutions to industry faster and more comprehensively.

Focus on high-performance drive technology

The core of the alliance is the distribution of Lenze's high-performance drive technology - including the modular i-series, the decentralised drive system motec and the robust protec system. As a distributor, Sonepar will sell the products in Germany via branches and the webshop.

"With Sonepar, we are not only gaining a strong sales partner, but also a driving force for the market," explains Dr Marc Wucherer, CEO of the Lenze Group. "Together, we are making modern drive technology more accessible and setting new standards in availability and service."

Sonepar is also delighted. Ulf Böing, Director of Industrial Sales, explains:

"Lenze stands for pioneering technologies and high-quality standards - values that are also central to us at Sonepar. The collaboration not only brings benefits for our customers but also opens up new perspectives for us in the growth area of automation."

Official launch and clear goals

Dr Wucherer presented the partner certificate to Ulf Böing - the starting signal for a new era in sales. Both sides emphasised the partnership-based nature of the collaboration - characterised by transparency, regular exchange and joint customer orientation.

A signed framework agreement forms the basis for the long-term cooperation. The aim is to simplify processes, utilise synergies and serve customer needs in an even more targeted manner.

Outlook

The next steps are already planned: Lenze and Sonepar are using SPS 2025 in Nuremberg as the framework for a joint technical workshop. A joint product campaign for the motec system will follow in the autumn.

About Lenze

Lenze is a leading specialist in drive and automation technology for machine and plant engineering. For more than 77 years, the company has been a pioneer in automation and a strong partner to its customers. Through the triad of electromechanics, electronics, and software, Lenze supports its customers in optimizing production and logistics processes, reducing costs, and lowering energy consumption.

The Lenze Group, headquartered in Aerzen, employs more than 3,600 people worldwide and is represented in 45 countries. Across the group, the company generated sales of 828 million euros in the 2023/2024 fiscal year.

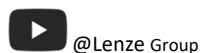
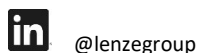
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Sonepar in Germany

In Germany, Sonepar supports customers from trade, commerce and industry as a partner at eye level with customer-oriented solutions: high-quality products and systems paired with a comprehensive range of services. We are driven by a passion for customised solutions and focus on the needs of our customers: open, courageous and always fair. Over 5,000 employees at 167 locations throughout Germany enrich Sonepar with their skills, expertise and personalities. We shape today and in the future and drive progress together.

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