

I know what makes a German buyer say **yes**.

I help consumer-tech brands and manufacturers sell in Germany and Europe. Whether you are just arriving or already here and your sales have stopped growing.

20+

years in German consumer electronics

15+

years as Head of Purchasing

DACH

+ CEE market coverage

1:1

you work with me, not a team of juniors

BRANDS I HAVE WORKED WITH

PITAKA

RHINOSHIELD

MOFT

ORBITKEY

MOMAX

TWO SITUATIONS I HELP WITH

New to Europe

You have a strong product and want to enter Germany the right way: the right channel, a price that works for partners, and buyers who actually reply.

Already here, but stuck

You sell in Europe through a distributor or marketplace, but growth has stalled. I find out why, and open the doors that are still closed.

Not every answer is “scale”. Sometimes the honest result is to change direction, wait or stop. You will hear it from me either way.

WHAT I DO

- **Market check**

Price, margin, competition and channel fit, before you invest serious money.

- **Buyers and partners**

Retailers, resellers, online shops and distributors that fit your product.

- **Sales development**

I take your product to the market and turn conversations into orders.

- **Your person in Germany**

Local representation, without building your own organisation.

HOW WE START

One product. Germany. 90 days.

Fixed fee for the pilot. After that, a monthly retainer, a success-based fee, or a mix.

WEEKS 1 TO 2**Commercial picture**

Product, competition, pricing, margins and readiness.

WEEKS 3 TO 4**Choose the route**

Channels, target customers, positioning and sales story.

WEEKS 5 TO 8**Go to market**

Meet buyers and partners, send samples, get feedback.

WEEKS 9 TO 12**Decide**

Review results and decide what deserves more investment.

PRODUCT WORLDS

Mobile accessories · Chargers & power banks ·
Consumer electronics · Smart home · Wearables ·
Travel gear · Design & lifestyle

A GOOD FIT IF

- A real product, serious about Europe
- Open to honest market feedback
- Numbers that work for partners too
- You want hands on, not just advice

Show me what you've got.

Send one product and one market. I reply personally, within two working days.

Marco Penning · Founder

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