

The DEHN production facility in Pitești, Romania

Site Selection, Factory Planning and Project
Management in Site Development



An additional production facility to support growth

As a leading manufacturer of lightning protection, surge protection, and occupational safety solutions, DEHN operates in a growth market driven by the general trend toward electrification.

To meet rising demand in a competitive manner, the company planned to establish an additional production site for the European market.

Rothbaum Consulting supported the site search, the planning and selection of a suitable industrial property, and the establishment of the project organization for implementation.

Through a structured selection process, the Pitești site in Romania was identified within a short period of time, laying the foundation for efficient implementation.

From Site Analysis to Plant Planning with Vision and Speed

Challenge

DEHN planned to establish an additional production site in Eastern Europe to support its international growth and expand its capacity. In addition, the location, real estate, and organizational requirements for efficient implementation were to be determined.

Implementation

Rothbaum Consulting worked with DEHN to develop a structured site selection process, evaluated regions in five Eastern European countries, assisted with the selection of real estate, and established the project organization for implementation.

Results

A suitable location was quickly identified in Pitești, Romania. Production officially began in July 2026. The site allows for growth to up to 150 employees and ideally complements the existing plants in Neumarkt and Mühlhausen.

9.500 m²

Production, logistics, and office space

150

Employees in the planned expansion phase of the site

10 months

Time to completion, from contract signing to handover

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Our new location in Romania is ideally situated to sustainably support market growth in Europe and sets a new benchmark for us in terms of speed and reliability of execution.



Christian Köstler

Chief Operating Officer (COO)
DEHN SE



Image: DEHN

Groundbreaking Ceremony
for the New DEHN
Production Plant in Pitești,
Romania





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