

peiker press

ISSUE 2026/2027

80 JAHRE
Unternehmensgeschichte
der Familie Peiker

Dear readers,



I'm delighted that you are taking the time to read our company magazine, peiker press.

When I look back on our 80-year history as a family of entrepreneurs, I feel one emotion above all: gratitude. Gratitude for the people who joined our family and our companies on this journey, and who made their mark on our business with their hard work and dedication.

I am also particularly gratified that my daughter, Carina Peiker, is increasingly taking the reins—the fourth generation of our family to do so. And she is part of a dedicated, collaborative team. For us, entrepreneurship has never been the work of a single individual; it is always the result of cooperation and a variety of different perspectives allowing us to break new ground.

And today, that's more important than ever. We are operating within a difficult geo-political and economic context. Technological developments and global changes pose enormous challenges for companies—but they also present new opportunities.

For decades, we have been buoyed by our willingness to do more than just observe the changes happening around us: Creativity, a passionate interest in technology, and the ability to make ideas a reality have always been part of our identity. But above all, it's the people in our companies that have made the difference. They have always been willing to build on existing concepts and create new things.

I'm proud of what we've achieved, and I'm excited about what's still to come. Our openness and enterprising spirit will continue to be key to our success in the future.

I hope you find this publication to be an enjoyable read.

Kind regards,

Andreas Peiker

> I'm proud of what we've achieved, and I'm excited about what's still to come.

PUBLISHING DETAILS

Publisher:
peiker Holding GmbH
Rathausplatz 3–7
61348 Bad Homburg, Germany
info@peiker-holding.com

www.peiker-holding.com

Responsible for the Content:
peiker Holding GmbH

Design and Editing:
Ann-Kathrin Göricke

Layout:
Isabella Hülsmann

Printing:
Druckerei Spiegler
Im Rosengarten 23
61118 Bad Vilbel, Germany
www.druckerei-spiegler.de

Image Rights:
Uli Planz, Ann-Kathrin Göricke, Motorola Solutions, Samhammer AG, Thomas Groschew, Jonas Dülberg, Patricia Welp, Shokz, Horse Pilot, Avigilon, Halo, Pelco, TOMsPiC Media Production, Laura Beying, Adobe Stock

The companies presented here are part of the Peiker family corporate environment. They are legally independent companies that work together in close partnership.

© peiker Holding GmbH 2026 – All rights reserved. May only be reprinted with express permission.

Contents

Making History
80 Years of Entrepreneurship

08 **What Remains, and What GROWS**
An Entrepreneurial Family's Milestones

10 **Memories that ENDURE**
Andreas Peiker on the Highlights of His Career

12 **Where Tradition Meets the FUTURE**
Responsibility from a New Perspective

Shaping the Future
The Group Today

20 **We're Writing the NEXT CHAPTER**
The Group Is Growing

22 **What CONNECTS Us**
Past, Present, and Future

24 **UNITED in the Group.**
INDEPENDENT in the Market.
The Strengths of Our Network

PEIKER HOLDING
28 **Delivering STABILITY.**
Facilitating GROWTH.
peiker Holding Creates Sustainable Structures

30 **DATA. FACTS. FIGURES.**
Interesting, Surprising, and Impressive

32 **A VISION for Leadership**
Perspectives from the Advisory Board

Expertise Put Into Practice
The Industrial Companies

PEI TEL
38 **The Course Is SET**
New Approaches to Secure Communication

40 **PROTECTION Against Threats**
Communication When It Counts

42 **EXPANDING Expertise**
Augmenting Our
Range of Services

44 **Focus on ADDED VALUE**
Partnerships Provide Prospects

46 **Think GLOBAL. Talk LOCAL.**
Customer Focus: A Top Priority

PEICOM
50 **Smart CONNECTIVITY**
The Future of Commerce

54 **WINNING Innovations**
peiker CEE in the Field

PEIKER INTERNATIONAL
58 **GLOBAL Communication**
Professional Solutions for
International Markets

FTI
62 **25 Years of Aviation EXPERTISE**
Made in Brandenburg

68 **The SWISS ARMY KNIFE**
of Aviation
Engineering from a Single Source

One Team
The People Behind the Success Story

70 **The Peiker Family: Where Tradition Meets the Future**
Introducing: The Family Behind the Company

72 **HOFGUT Liederbach**
Where Passion Meets Aspiration

74 **Countless STORIES**
Experiences, Memories, and
Personal Insights

82 **Happy Birthday, AP!**

Making History

80 Years of Entrepreneurship

What Remains, and What GROWS

An Entrepreneurial Family's Milestones

Companies grow with every decision, every challenge, and every new chapter.

Our eight decades of company history—from our first steps to our current corporate group—are evidence of how a collection of individual milestones can grow into a shared history.

< More information

https://www.peiker-holding.com/en/about-us/#el-id--history



1946
The company "Beerwald & Co.," later known as PEIKER acustic, is founded by Heinrich Peiker and his father-in-law Paul Beerwald.

1961
First microphone used during a Himalayan climb: the TM70 for UHER Report tape recorders.

1973
Launch of the KL1, a small speaker for mobile communications.



1981
Andreas Peiker becomes CEO.

1984
Launch of the HA1/A10, the first mobile handset.

1985
The first peiker hands-free set for cars.

1991
pei tel Communications is founded.



2001
Launch of one of the world's first hands-free Bluetooth® sets for vehicles.

2002
Launch of the universal hands-free set with removable holder.

2005
First complete integration of the Apple™ iPod®.

iPhone is a registered trademark of Apple Inc. in the USA and other countries.



2008
UMI aftermarket navigation and multimedia solution and development of the first iPhone docking station.

2010
The 3G/UMTS module is developed as the basis for future e-call and communication applications.

2012
The 4G/LTE vehicle module is developed.



2013
Winner of the BMW Supplier Innovation Award and launch of the all-wireless concept.

2014
Launch of the car-sharing solution for German OEMs.

2015
PEIKER acustic GmbH & Co. KG is sold to Valeo.



– RESTART –

2015
peiker Holding GmbH and peiker CEE GmbH are founded.

2016
peiker International, Inc. is founded.

2018
FTI Engineering Network GmbH is incorporated into the company.

2019
peicom GmbH is founded.



2021
CEECOACH PLUS: New solutions from peiker CEE.

2022
Carina Peiker becomes CEO, and peicom launches new peiECO products.

2024
pei tel Communications B.V. is founded and the peiker CEE brand is integrated into peicom.

2025
FTI acquires the assets and employees of APUS Zero Emission GmbH.

Memories that ENDURE

Andreas Peiker on the Highlights of His Career

"When I look back on my decades with the company, it's not the annual figures that stick with me—it's the people, their ideas, and the courage it took to break new ground. Our most important patent is also our oldest: the Intercept system. When a train brakes, the friction between the wheels and tracks generates fine iron dust. Dynamic microphones with a magnetic core attract this dust, and they get clogged up over time. My father, Heinrich Peiker, invented the Intercept microphone; it prevents that problem! The system is still part of the pei tel product range.

Our core competencies during the PEIKER acustic era were analog and digital signal processing. We also specialized in developing, designing, validating, and producing hard- and software for applications such as vehicle connection systems. We were the first to install a SIM card into a vehicle's telephone handset—and that was at a time when the cellular network ("C-Netz") was still brand new, so it was in demand around the world. And since we had already filed for the patent, cell phone manufacturers—and later, smartphone manufacturers—had to pay. (He winks.)

When Tesla launched the first mass-produced electric vehicle in 2008, I knew that it would turn the automobile industry on its head, and only the major corporations would survive the sea change that was coming. That was why, with a heavy heart, I decided to sell our automotive business, PEIKER acustic. At that point, we started focusing on compact radio devices for special applications and made investments in other relevant businesses."

Where Tradition Meets the FUTURE

Responsibility from a New Perspective

Success in business is about more than just good ideas; it also requires the ability to think proactively and plan for the long term. As the Group has grown and a new generation of the Peiker family has taken the reins, a foundation has been laid that will secure the future of the family and the viability of the companies.

Since 2021, Carina Peiker has been growing into her role within the Group step by step—as a leader, and as a representative of the fourth generation of the Peiker family. In this interview, she discusses responsibility, the rise of a new generation, and why equestrianism and entrepreneurship have more in common than you might think.





I finally felt like I'd arrived. I'd been feeling unsettled about what I really wanted to do, and that feeling vanished overnight. peiker is where I'm meant to be. I'm very happy with my decision today.

Since summer 2021, you have been growing into your role in management and as a partner in the business step by step. When did you first truly realize that this was the start of a new chapter?

It's hard to pin that down to one specific moment. I originally had other plans; I was seriously considering going into medicine. But in 2021, my father celebrated a big birthday, so we also had to start thinking about the future and how roles and responsibilities would work long term. And the question arose as to whether I would want to dip my toe in the water. I just figured, "I'll give it a try," because I thought it would be wonderful to continue something that's been built up over three generations. During the coronavirus pandemic, I attended my first advisory board meetings and got my first taste of what my dad's work at peiker Holding is like. I haven't left the office since, and I was appointed CEO in May 2022.

You grew up in a family of entrepreneurs. What was that like for you as a child?

Entrepreneurship was always part of our lives. We didn't discuss it around the dinner table every night, of course; it was more of an attitude. We had colleagues over to dinner at our house a lot, so we learned early on how to behave toward guests, how to treat people with respect, and how important networking is.

Of course, we also learned that entrepreneurship isn't a 9-to-5 job. Dad traveled a lot for work, and he always kept an eye on the figures, even when we were on vacation. But we also knew he was always there for us when we needed him. Also, you know the old saying: "Behind every great man is a great woman." My mom always had my dad's back. That taught me early on that entrepreneurship isn't a career in the traditional sense; it's a calling that needs the whole family on board.

You have three siblings. Why were you chosen to take on this role in the Group?

The timing just worked out right. My siblings were at different points in their lives, while I was at a crossroads where a lot of options were open to me. And that was when I realized that I wanted to continue what my parents had built over the years. To take up that responsibility and go down that path. I was never under any pressure to join the company, and in hindsight, that was important.

How did your introduction into the company go?

It went very smoothly. At first, I sat next to my dad, learned his routines, joined him for meetings, and observed how decisions were made.

After a while, I eventually got my own office. The fact that I was sitting alone felt symbolic, and I suddenly realized: "Now, you've really got to learn to swim." I've never been big on theoretical study. I'm a practical person, so I prefer to learn by doing.



In that sense, I wasn't traditionally prepared for this role. The world of digital work and many of the processes in the company, in particular, were new to me at first. When I started out, my calendar was empty, and I got three e-mails a day. Things are a little different now. (She laughs.) At the same time, though, I quickly realized that I don't have to know everything myself. The important thing is to have people around you who can help. My job was to listen and to slowly start playing a more active role.

Right from the start, I felt it was important to show that I hadn't come to shake everything up. On the contrary: I have enormous respect for the expertise, experience, and service of the people who have been with the company for years, and I'm very grateful for everything they've achieved together. I think our employees were initially skeptical, but they understand where I'm coming from now. I sense that they have a lot of trust in me, and that they're relieved to still be in safe hands with the fourth generation of the family. I'm really happy about that.

Have there been people or experiences that made a particular impact on you?

Yes, one thing is the mental coaching I've been doing the last few years—first for equestrianism, and now for office life. It helped me learn to make more conscious decisions and feel more secure in my role.

And the other thing is equestrianism itself. From a very early age, riding taught me responsibility, and I worked with my horsemanship trainer on issues like self-reflection and persistence. A horse responds instantly to its partner. That taught me a lot about management when I was a kid, in a playful way. People are all different and need to be approached in different ways. Good leadership means recognizing and accounting for that fact.

How important are networks and dialogue for your development?

Very important. I attended events right from the start, and I was often the youngest person in the room; sometimes, I was also the only woman. It felt strange at first, but I learned a lot. I discovered the value of dialogue with other entrepreneurial families and young business leaders. This type of networking was always modeled for us growing up, as well. Today, these discussions provide me with many different points of view, and time and again, I realize how important it is to consciously seek out inspiration from outside.

The transition from one generation to the next is often a delicate phase at family-owned companies. How was that process for you?

Really positive. I had heard from many other family-run companies that transitions can be difficult, because expectations aren't clearly expressed or because family members find it hard to let go.

That wasn't the case for us, and I know that's unusual. My father never put me under any pressure to take over. Instead, I was





1946
The company "Beerwald & Co.," later known as PEIKER acustic, is founded by Heinrich Peiker and his father-in-law Paul Beerwald.





1981
Andreas Peiker becomes CEO.



2022
Carina Peiker becomes CEO.



allowed to grow into the role step by step, to gradually take on responsibility, and to make my own mistakes and learn from them. He didn't keep a tight grip on the reins. (She laughs.) My experience was ideal, and I would want the same for others.

I took over the HR and Marketing departments three years ago. That was the first time I was fully responsible for parts of the company on my own. I'm so grateful to my dad for trusting me with that.

You operate between two generations: a generation of traditional entrepreneurs, and a generation that grew up with digitalization and new models of work. Do you notice any differences?

I notice very practical differences, yes. I grew up during the transition to a digital world. We didn't have devices at the dinner table; our parents played with us. The first cell phones were already around back then, but people weren't constantly available the way we are today; you would still schedule a time to chat. Today, it's par for the course for us to access our e-mails from anywhere, jump onto video calls, and organize much of our lives digitally. We're available all the time, no matter where we are.

The technology creates new opportunities, but it also presents challenges. My generation is more focused on finding meaning, flexibility, and balance at work. At the same time, my family background means that I understand the attitude of a generation that was strongly committed to responsibility and building the business.

I'm somewhere in the middle. I believe in hard work and responsibility, but at the same time, we have to accept that work is structured and conceptualized differently today. Finding the right balance is essential.

The Group has grown significantly in recent years. What are the values you want to maintain?

For me, a human touch, reliability, and a sense of community are obviously the most important. And a healthy dose of courage, of course.

I want people to feel seen for more than just their jobs—as human beings. At the same time, we have to be open to new ideas and continue to grow. Growing doesn't mean losing your identity; it means carrying it forward in a conscious way.

How would you describe your leadership style?

I'm sure you can do that better than I can, Ann-Kathrin! Since I'm your manager, how would you describe me? (She laughs.)

Well, I suppose I would describe my leadership style as highly collaborative. It's important to me to be on an equal footing with my team. Trust, transparency, and mutual respect are essential. Mistakes happen. No one should be afraid to speak up or ask questions. At the same time, to me, leadership doesn't mean I need to have all the answers. And that's exactly why I feel it's important to have people around me who are experts in their fields and take a solution-oriented approach.

My goal is for us to like working together, to share the responsibilities, and to enjoy the actual work, as well.

What issues do you think will have a major impact on the future?

Digitalization, artificial intelligence, and the speed at which markets are changing, definitely.

I think it's crucial that we remain open-minded, but we also shouldn't instantly jump on every new trend. We've always succeeded by focusing on our strengths, and it's precisely that approach that will continue to be vital. But we also need to stay vigilant, of course.

What are your hopes for the next ten years?

I hope my family (including our pets!), our employees, and everyone on this journey with us will stay healthy!

I hope we can remain financially successful, that we continue to grow, and that we can maintain our company culture at the same time. Ideally, people will continue to love working with us, and together, we will prove that family-owned companies can be modern, bold, and successful well into the future.

I also hope I can maintain my capacity for self-reflection. From an early age, equestrianism taught me how to handle responsibility, how to think ahead, and how to manage my time. I also learned how to deal with success and setbacks, and how to listen so I could respond to everyone's individual needs. I want to maintain that approach at the company in the future, as well.

And on a personal level, I hope that, despite everything, I will still have time for my horses and dogs, my family, and all the things in life that help keep me going.

Finally, I hope that one day, my father will be able to look back on everything we've built together and say: "It was the right decision."

Success isn't a one-man show; it's a team sport. In that sense, I want to thank my family, who trusted me to succeed at this, and all the amazing people who have my back and support me every day.

Editor's note: This interview with Carina Peiker, General Manager and Co-CEO of peiker Holding, was conducted and recorded by Ann-Kathrin Göricke, Group Marketing Manager of peiker Holding.

Shaping the Future

The Group Today

80 years of entrepreneurship means one thing above all: change. Markets have transformed, and new technologies have reshaped entire industries. But over the decades, the Peiker family have maintained the ability to identify these sorts of developments early, to seize opportunities, and to actively shape change.

We're Writing the NEXT CHAPTER

The Group Is Growing

Germany's economy is currently facing major challenges. The country's relatively high energy prices and manufacturing costs are harming competitiveness, as are rising social security contributions. In addition, geopolitical crises are changing the global economic framework. All these factors are negatively impacting the German economy—a fact reflected in subdued economic growth.

Many companies, particularly in the machinery and automobile industries, are seeing a significant decline in orders and a more cautious approach to investment from their customers. And radical technological changes—digitalization, artificial intelligence, intelligent sensors, and new security and networking standards—are compounding the issue. These are markets in which the companies of the Peiker family operate, as well.

But while the current economic downturn is forcing many companies to restructure, the companies of the Peiker family are growing. And the decision to grow isn't based on short-term optimism; it is rooted in the conviction that periods of change are the ideal time to seize new opportunities.

LAYING THE GROUNDWORK EARLY

The foundation for this growth was laid a decade ago; with the sale of its automotive business in 2015, the Peiker family consciously repositioned at an early stage. peiker Holding GmbH, founded in 2016, laid the organizational groundwork for the next phase of development. Rather than focusing on a single area of business, peiker assembled a broad network of companies with a variety of competencies and outlooks.

Benjamin Asmus



Reinhard Kromer-von Baerle, Dr. Christoph Schillo





The Group's leadership team

Today, the network includes multiple specialized companies, such as pei tel Communications GmbH, pei tel Communications B.V., peiker International, Inc., FTI Engineering Network GmbH, and peicom GmbH. These companies are united by an interest in technological expertise and international markets. The diversity of this network is comes from a range of different industries—everything from critical communication, aviation, and engineering, to retail and solutions for sports and recreation.

> The ambition is to pool the various companies' strengths while allowing each company to maintain its independence and preserve its market expertise.

FROM NETWORK TO CORPORATE GROUP

The goal now is to turn this organically grown network of companies into a sustainable corporate group. The ambition is to pool the various companies' strengths while allowing each company to maintain its independence and preserve its market expertise.

peiker Holding gives these businesses the space they need to focus on what really matters: development, driving innovation, and understanding customers' needs. At the same time, peiker Holding is laying the groundwork for growth, both within the Group and beyond.

And today, we can already see how cooperation creates added value and generates success: While pei tel and peiker International are expanding their global market presence through mutual cooperation and external partnerships, peicom has added sales and services to pei tel's portfolio. In 2025, FTI set a course for growth by purchasing the assets and acquiring the employees of APUS Zero Emission GmbH. As a result, previous staff numbers doubled, and the company expanded its position as the European market leader in aircraft modification.

PEOPLE CREATE GROWTH

A company's people are what make growth possible. Shared values, direct chains of communication, and investments in expertise and leadership skills allow employees to play an active role in shaping progress. The Group isn't defined by its strategic decisions alone. It thrives when companies, managers, and employees determine the direction of their journey together. Each company brings its own history, specialized knowledge, and market expertise to the table.

And it's this diversity that is the Group's real strength. It allows the Group to be agile, identify new opportunities, and work together to find solutions.

Carina Peiker

A STRONG APPROACH FOR THE FUTURE

It will take a few years to see what kind of opportunities will arise. But one thing is certain: Over the course of their history, the companies of the Peiker family have always been most successful when they are actively shaping change.



What CONNECTS Us

Past, Present, and Future

The peiker Group has been growing steadily for the last 80 years. Technologies, markets, and business models have changed, but the fundamental qualities that have defined us since our founding continue to inform our approach today.

Our values guide our day-to-day work: They represent the way we operate, make decisions, and interact with customers, partners, and employees.

Our principles for success establish the characteristics that make us entrepreneurs and innovators: a willingness to break new ground and implement ideas, all while keeping our focus firmly on people.

They lay the foundation for our growth: yesterday, today, and tomorrow.
And we're proud of that.



peiker SPIRIT

SPEED & AGILITY
We respond to change with flexibility and take advantage of opportunities quickly.

RELIABILITY & STABILITY
We believe in long-term partnerships, responsibility, and trust.

VERSATILITY & CONNECTIVITY
We bring together expertise, technology, and people across companies.

peiker PRINCIPLES FOR SUCCESS

BOLDNESS
We make decisions, try new things, and actively shape change.

INGENUITY
Since our founding, we have created solutions that impact markets and generate new opportunities.

STRONG COMMUNITY & A HUMAN TOUCH
Success is the result of people coming together and shouldering responsibility. One team.

UNITED in the Group. INDEPENDENT in the Market.

The Strengths of Our Network

Each company represents different industries, perspectives, and services. What unites them is the aspiration to bring technological expertise together with corporate responsibility. Each company remains closely connected to its market while benefiting from shared structures, streamlined processes, and dialogue within the group.

This combination of specialization and cooperation is what lays the foundation for responsible growth, innovation, and long-term success.

PEI | TEL

pei tel Communications GmbH

Develops, produces, and distributes communication solutions and equipment for public authorities and industry.

pei tel Communications B.V.

Distributes pei tel products in the Netherlands and Belgium.

PEI | COM

peicom GmbH

Distributes and supports innovative communication and security solutions in retail and recreational sports.

FTI

FTI Engineering Network GmbH

Develops, integrates, and certifies customized solutions for the aviation industry.

PEIKER | INTERNATIONAL

peiker International, Inc.

Distributes and supports peiker products and solutions in North and South America.

What We Offer

- Secure communication
- Engineering
- Services & infrastructure
- Innovative solutions for work and leisure



PEIKER | HOLDING

peiker Holding brings together strategy, investment management, and central Group functions to promote growth and synergy. Efficient structures and innovation scouting bolster the Group's sustainable development.

A Tradition of Communication

www.linkedin.com/company/peiker-holding-gmbh

www.peiker-holding.com

DELIVERING Stability. FACILITATING Growth.

peiker Holding Creates Sustainable Structures

peiker Holding is responsible for the Group's strategic growth. It oversees investments and acquisitions, continuously refines the structure of the Group, generates synergy, and acts as a go-between for the overarching organizations and individual companies. It also serves as a strategic sparring partner for the operating companies.

"peiker Holding is a centralized service provider for the Group and operates as a go-between for the Group and the companies. Additionally, peiker Holding drives the companies' strategic and technological growth."

As the service partner for the entire Group, peiker Holding pools central functions such as finance, controlling, tax, legal, human resources, and IT. Unified standards, efficient processes, and streamlined decision-making systems support day-to-day operations at the companies.

Technological progress is an important driver of growth for the Group. Consequently, peiker Holding identifies new technologies, assesses their potential, and oversees the implementation of innovative solutions.



Introducing: The Management Team

With his many years of experience in business, his extensive technical knowledge, and his comprehensive market expertise, **Andreas Peiker** continues to be a driving force for the company as Chairman of the Board. To his daughter and successor, Carina Peiker, he is both a father and a professional mentor, supporting her as she takes her first steps into leadership.

Carina Peiker, who is General Manager and Co-CEO, is responsible for Human Resources and Marketing. Her focus is on corporate culture, fostering dialogue within the Group, and positioning the Group as an attractive employer both internally and externally.

Benjamin Asmus, who is General Manager and CFO, is responsible for Finance, Tax, Legal, and IT. He is focused on building resilient structures and processes, managing the companies' financial policies, and overseeing asset management.

As Managing Director and CSO, **Reinhard Kromer-von Baerle** is responsible for Sales, Markets, and Strategy. He works hand-in-hand with the industrial companies to identify market potential, strengthen existing partnerships, and tap into new business opportunities.

The management team is made up of people with different experience and areas of expertise. Despite their varied backgrounds—or perhaps because of them—their shared goal is to manage the companies of the Peiker family responsibly, sustainably, and with a focus on the next generation.



FACTS. FIGURES. DATA.

Interesting, Surprising, and Impressive

4th GENERATION
Conviction, not just tradition.

6 COMPANIES
Strong on their own. Even stronger together.

7 LOCATIONS WORLDWIDE
A global network with personal ties.

20 FURRY, FOUR-LEGGED "MANAGERS"
In charge of good vibes, not meetings.

320 DEDICATED EMPLOYEES
Achieving more together.

800 HOURS OF TRAINING COMPLETED
Knowledge grows when it's shared.

84 PROPRIETARY PRODUCTS AND SYSTEM SOLUTIONS
From standard products to customized solutions.

400,000 RADIO DEVICES PROGRAMMED
Message received. Always.

4 CORE COMPETENCIES
From the shop floor to the stratosphere.

1.7 DAYS TO FINISH A FRUIT BASKET
Our company takes healthy eating seriously.

57 COUNTRIES SUPPLIED
Our products speak almost every language.

170 AIRPLANES MODIFIED
On the rise, but down to earth.

100 HORSES IN OUR STABLES
The sustainable horsepower at our company.

850 PATENTS FILED
Because good ideas should see the light of day.

16 GERMAN STATES EQUIPPED
Fire departments, emergency services, and police —when reliability counts.

30,000 METERS ABOVE THE EARTH.
A peiker microphone was in outer space and on the cover of LIFE Magazine.

ONE SHARED GOAL

A VISION for Leadership

Perspectives from the Advisory Board

Business decisions are rarely made by one person alone. Family-owned companies, in particular, plan for the long term and shoulder responsibility across several generations, so they need structures that unite a range of different perspectives and support the development process with a sense of objectivity.

The members of the Advisory Board are responsible for this job within the companies, alongside the General Managers. peiker Holding serves as a go-between here, reconciling the interests of the shareholders with those of the operating companies. The members of the Advisory Board play a supporting role in the process, injecting greater objectivity into business decisions.

The composition of the Advisory Board is based on the requirements, markets, and fields of business involved. The members always ensure that shared values are upheld, continuity in processes is maintained, and consistent development in the Group continues.

BOLSTERING RESPONSIBILITY

The Advisory Board's job isn't to manage day-to-day operations. Operational decisions remain the responsibility of the General Managers—for good reason.

Instead, the Advisory Board supports the General Managers on strategic issues, casts a critical eye over developments, contributes outside perspectives, and helps assess opportunities and risks at an early stage.

This type of governance creates additional stability—particularly in a growing Group that is gradually handing over responsibility to the next generation. It helps to ensure that decisions are made for the long term, regardless of individual choices and with a focus on the welfare of the company.

ANDREAS PEIKER
"I hope that what we've built over the decades will be preserved and continue to grow. I'm happy to pass on my knowledge and experience to ensure the continued existence of the company for generations to come."





MAX PEIKER
"On the Advisory Board, I consult on new technologies and how they can be put to good use at the companies. At the same time, I examine the question of which technological developments could be pertinent for future investments and partnerships."

SUSANNE PEIKER
"It's always good for couples to take in all the information and discuss things with one another. That's why it's important to me to be part of the Advisory Board, so I can occasionally present my husband with different perspectives."



LARS REGER
"We all share a passion for technology and a drive to develop new areas of business. peiker has the pragmatism, realism, and entrepreneurial spirit required to achieve that—something I really value. In a world of technical and societal change, there's no lack of opportunities. The trick is to identify the right opportunities and to follow through on cultivating them. With my extensive global network in the fields of technology, electronics, and innovation, I hope to make a valuable contribution to the direction and development of the business for the Peiker family and their companies."





HERBERT KLAUS PFENNIG
"What I find most exciting about my work is the synthesis of corporate responsibility and family traditions. Working with a family of entrepreneurs is different from working in a typical corporation—it's more personal, with a focus on the long term and on the responsibility of maintaining a company over generations for the benefit of everyone involved. I find the current handover to the new generation particularly exciting. I hope to contribute my expertise and help the family make that transition to the next generation as successful as possible, while maintaining the companies' continuity and future viability."

DR. JOHANNES FRITZ
"As an external member of the Advisory Board, three things have always been important to me: the future viability of the product range, the companies' financial stability, and the ongoing process of successfully integrating the 'next gen.' The family and the Group are doing well in all these areas. It took some work to get to that point, but we never forgot to laugh during the process. I wish everyone the absolute best for the future."



Until December 31, 2026

Note: The members of the Advisory Board shown here were current as of our editorial deadline on August 12, 2026. Any new members will be added in the course of the ongoing reorganization.

The Group intentionally draws on different perspectives to create synergy. Family members contribute their values, a sense of continuity, and the long-term focus of a family-run company. External members augment this perspective with their specialized knowledge, market expertise, and independent ideas.

REORGANIZED

With the refinement of the Group structure and a decision made on succession, the work of the Advisory Board is also being reorganized.

Susanne Peiker and Maximilian Peiker are among the family members who will be involved in the Group in the future. In addition to contributing the family's perspective, Maximilian also brings his own operational experience from the Group to the table.

THANK YOU FOR YOUR TRUST

Special thanks are due to our previous Advisory Board members, who were passionate in their support for the companies' development over the years. We would like to commemorate Wolfgang Urban in particular here; the former head of Metro and Karstadt served the Advisory Board with his extensive expertise and dedication until the end.

With their combined expertise, trust, and willingness to oversee company developments and provide constructive insight, the Board members were an important driving force and helped to lay the foundation for the Group's current position. The new structure is a continuation of this journey, with the goal of connecting corporate responsibility, independence, and long-term thinking well into the future.

Expertise Put Into Practice

The Industrial Companies

PEI | TEL

Development, Production, Distribution— All from a Single Source

With a passion for innovation and the highest standards of quality, we develop, produce, and distribute professional products for flawless voice and data transmission. Our solutions are used in situations where communication saves lives and safeguards processes, as well as situations where it is vital that connections operate reliably.

We ensure
Communication

www.instagram.com/peitel_com

www.linkedin.com/company/pei-tel-communications-gmbh/

www.peitel.com







Local and long-distance public transportation is currently undergoing a fundamental change. The communication systems in buses and trains are gradually being converted from analog to digital technology. pei tel provides the products and consulting services necessary to support this process.

The Course Is SET

New Approaches to Secure Communication

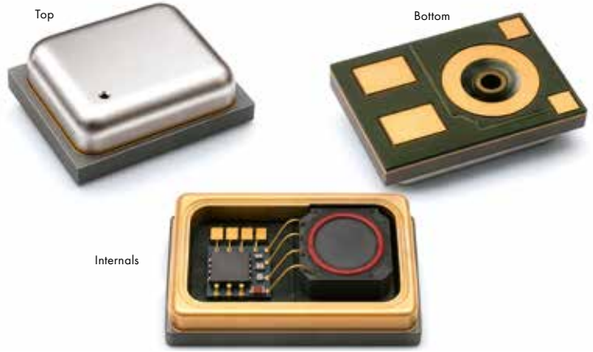
Local and long-distance public transportation is currently undergoing a fundamental change. The communication systems in buses and trains are gradually being converted from analog to digital technology, and pei tel provides the products and consulting services necessary to support this process.

From beamforming microphones that automatically identify the speaker's position to AI-powered noise cancellation: Digital signal processing offers an enormous opportunity to improve speech intelligibility in trains, which would, in turn, improve the safety of train staff and passengers. pei tel also has the chance to fundamentally redesign audio equipment—for instance, by using MEMS microphones with microscopic components that allow for a compact design and deliver a particularly long service life. In addition to supplying technology for trains, the company provides a wide range of communication solutions for infrastructure development. pei tel's mobile and indoor radio technology division offers complex systems and an extensive portfolio of services to retail partners and installation companies. The product range includes everything from radiating cables for signal coverage in train stations and tunnels to complex radio systems and IT-based evaluation and monitoring systems.

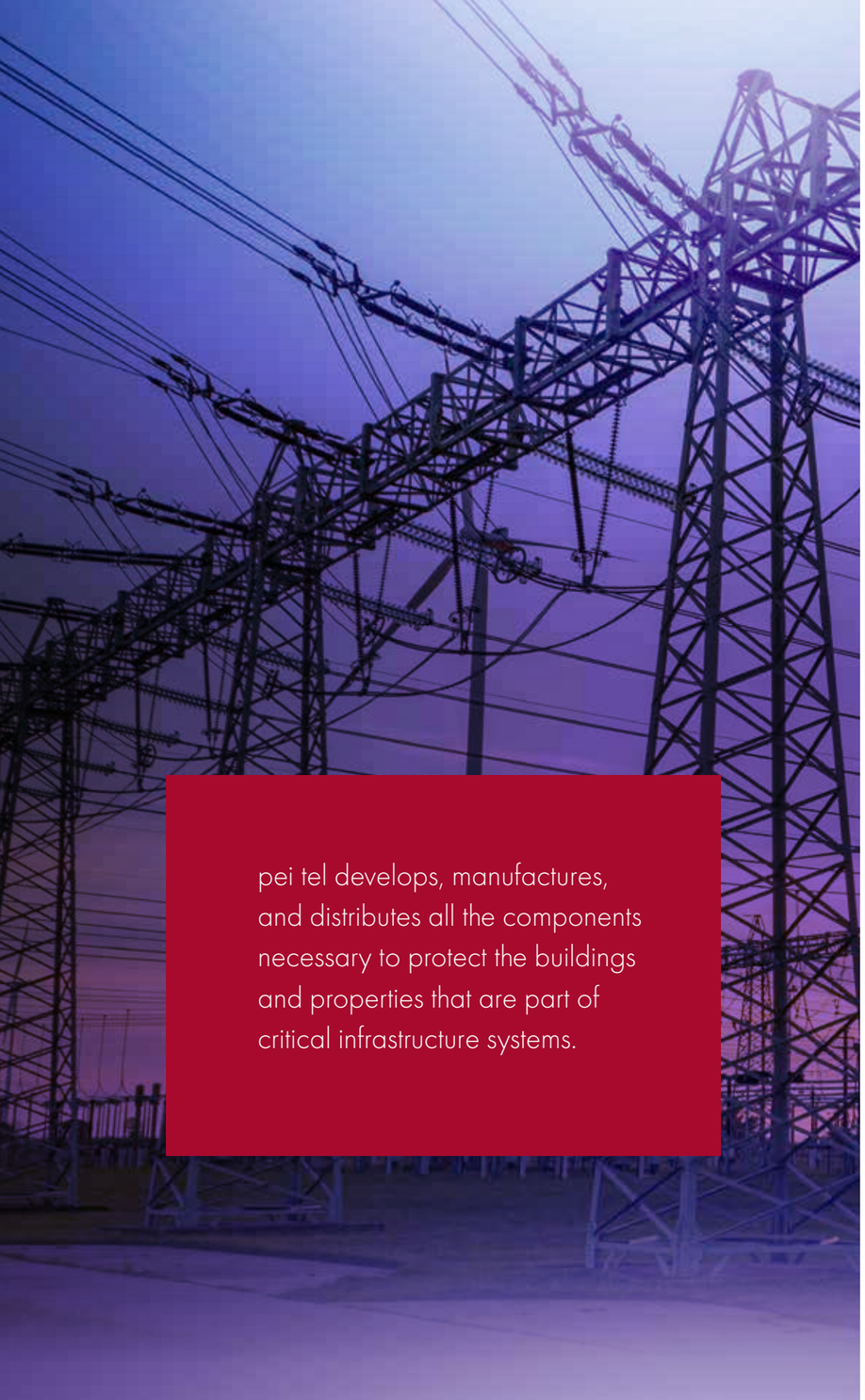
Expanding rail networks is an essential step toward achieving the goals of the Paris Climate Agreement. Against this backdrop, the German federal government's Rail Freight Masterplan includes the objective of doubling the number of rail passengers by 2030 (based on figures from 2020) and increasing the modal share of rail cargo to at least 25 percent by 2030. Digitalizing rail transportation is an absolutely essential requirement for achieving these ambitious goals, and reliable connectivity lays an important foundation here. The existing Global System for Mobile Communications – Railway (GSM-R), which is based on a second-generation (2G) mobile communications system, no longer meets the complex demands of digital applications; it is currently scheduled to be deactivated in Germany in 2035. At that point, it will be replaced by the new 5G-based Future Railway Mobile Communication System (FRMCS). With its steadily expanding "Railway" division, pei tel supports the process of converting railway vehicles and providing equipment for railway infrastructure.



ME8 Hands-Free Microphone



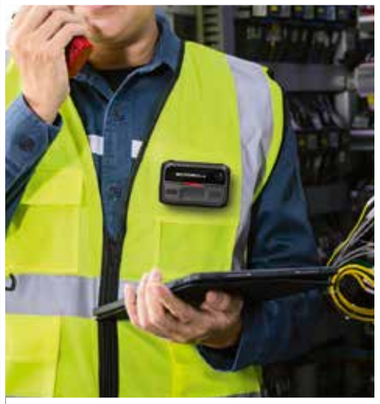
Micro-Electronic Mechanical System (MEMS) Microphone



pei tel develops, manufactures, and distributes all the components necessary to protect the buildings and properties that are part of critical infrastructure systems.









PROTECTION
Against Threats
Communication When It Counts



A country's security depends on protecting its critical infrastructure, both military and civilian alike. pei tel develops and markets customized security and protection concepts tailored to the specific requirements of buildings and properties. In sensitive locations such as energy or telecommunications facilities, the objective is to identify and defend against threats at an early stage.

Energy, water, healthcare, food, IT and telecommunications, transportation, finance and insurance, media and culture, government and public administration: The list of areas affected by the German Umbrella Act for Critical Infrastructure Protection is a long one. The Act went into effect on March 17, 2026, implementing EU Directive (EU) 2022/2557 into national law. The objective is to improve protection for sensitive facilities. The Act governs the resilience and physical security of critical infrastructure in Germany. Organizations in affected sectors are required to implement special protective measures and provide proof of compliance to the authorities. These measures include industry-specific security standards, implementing and maintaining a risk-management system, developing and regularly updating emergency response and contingency plans, training and raising awareness among all employees, and setting up a clear communication structure for crisis situations.

pei tel develops, manufactures, and distributes many of the components required to protect the buildings and properties that are part of critical infrastructure systems. pei tel's systems combine AI-powered video monitoring, intelligent sensors, and state-of-the-art communication and access technology to create holistic, future-proof security systems. These high-performance systems help to protect buildings, systems, values, and people, and they can be adapted to suit an extremely broad range of applications and security requirements. The technical components of these systems include pei tel's own products, as well as networked voice, video, data, analysis, and control room systems from Motorola Solutions that pei tel is officially licensed to distribute in Germany, the Netherlands, Belgium, Luxembourg, Austria, and Switzerland.





EXPANDING Expertise

Augmenting Our Range of Services

We've all heard the sound at some point during the last few years: Germany's civil defense sirens are active again. Around 90,000 of them have been newly installed across the country. The sirens are part of an arsenal of measures in response to the current geopolitical situation and the climate crisis. The goal is to optimize communication structures—and pei tel, with its decades of experience and extensive expertise, is naturally involved here.



"Communication saves lives:" pei tel chose its current motto for a reason. Clear, secure communication is absolutely vital in a crisis. And that holds true for emergency services like fire, police, and rescue workers as well as for civil protection and military defense organizations. Consequently, pei tel is expanding its range of solutions for companies and public authorities in critical sectors with its new "Tactical Communication" products. With this step, pei tel is further consolidating its position as a major supplier of professional and audio-acoustic applications.

pei tel has been working with critical sectors for over 35 years. Years ago, the company already observed that security requirements for civilian applications of critical communication were expanding as the systems became increasingly networked. Recent assessments indicate that not only is the threat of cyberattacks in the digital world on the rise; threats in the analog world, such as the sabotage of electrical substations, are increasing, as well. Consequently, producing reliable, resilient, and hard-wearing communication solutions will remain an essential part of pei tel's corporate strategy.

The company is focusing its investments on innovative system solutions and a resilient supply chain, taking into account required certifications such as ISO 27001 and product-specific AQAP standards.









Cable reel deposit system

Customized cable lengths

Demo cases – R-Series

Technical support

Repairs

Revision of specifications

RMA tool

Rental

Online shop

Repairs management

Returns management

Construction site delivery service

Personalized customer packages

Customized modifications

pei tel Service Program

Pre- and post-sales support

Programming

Training and webinars

We ensure Communication



Focus on ADDED VALUE

Partnerships Provide Prospects

35 YEARS ANNIVERSARY 1991–2026

Over the course of its 35-year history, pei tel has consistently expanded its portfolio, growing from a developer and manufacturer to a provider of communication systems and solutions. Now, the company is increasingly focusing on value-added services, providing customers with an ever-increasing array of services to complement its highly resilient technology products.

"Our goal is to be a single source that provides companies and public authorities with everything they need for seamless communication. We are constantly refining our portfolio—in close consultation with our customers and suppliers—to ensure that we meet the changing demands of the market," says Peter Stroetmann, CEO of pei tel.

Alongside its comprehensive portfolio of proprietary products and solutions and products from renowned manufacturers, pei tel also offers its partners an extensive range of services, including consultations on planning and tendering, as well as support in setting up and maintaining their projects.

The company's online educational platform, "pei tel Campus," offers regular webinars and training programs from well-known manufacturers. On-site training courses with retailers are also available upon request. pei tel's professional online shop presents the company's partners with more than 10,000 items from its product range. All listings include detailed descriptions, and many provide the option to add various services directly to an online order.





shop.peitel.com

campus.peitel.com/de/



Think GLOBAL. Talk LOCAL.

Customer Focus: A Top Priority

The market for professional communication is fundamentally changing, and pei tel is actively helping to shape that change. While previously, the focus was on individual hardware products, today's customers expect holistic solutions. Communication systems, broadband applications, software platforms, video technologies, and infrastructure solutions are increasingly merging. At the same time, consulting, integration, and long-term support are becoming more complex.

FROM PRODUCT TO SOLUTION

Just a few years ago, a project would generally consist of a few simple elements: radio devices, accessories, and delivery. But today, customers expect a lot more: Broadband integration, control room integration, video applications, software, cloud services, training, and other services are increasingly becoming part of the standard package. And technologies are gradually merging.

Radio is still a key component of professional communication, but more and more, it is being combined with video, software, and broadband solutions. Artificial intelligence (AI) is also becoming increasingly important. Manufacturers are already integrating intelligent analysis functions into security and communication solutions. In the future, AI will play an even larger role in networked systems.

NEW EXPECTATIONS—IN EVERY INDUSTRY

Police and fire services, industrial companies and transportation services, airports and local governments: This shift is affecting nearly all of our customers. And the technology has to do more: Alongside voice communication, customers expect real-time information, situation assessments, and integrated applications. Projects combine increasingly professional radio technology with LTE/5G, control room integration, body cameras, AI-powered video solutions, and cloud applications. At the same time, customers aren't interested in experimental technology; they want sophisticated solutions with a proven track record, delivered by reliable partners. And that's where pei tel's strategy comes in.

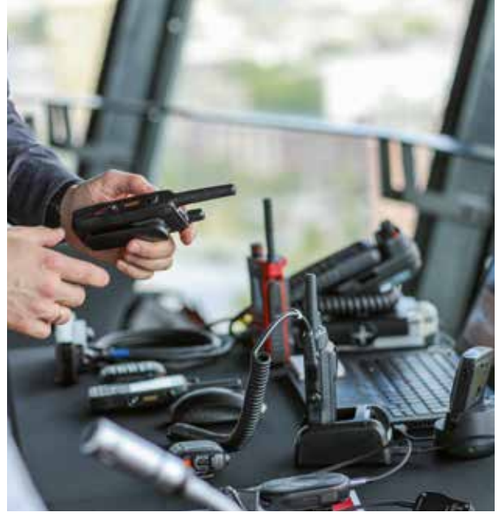
MEETING CUSTOMERS WHERE THEY ARE

One obvious example of this strategy is the founding of Dutch subsidiary pei tel Communications B.V. The goal is to serve the Benelux market more directly and to be closer to customers and partners over the long term. After all, personal relationships, local availability, and mutual trust are still decisive factors for success, especially in the critical communication sector.

At the same time, the Benelux region is known for its openness to new technologies, making it an ideal environment for working with partners to develop and launch innovative solutions.

Manufacturer road show





ACHIEVING MORE TOGETHER

The focus here is on building a resilient ecosystem of partners rather than on traditional approaches to sales, however. Manufacturers, software providers, network operators, system integrators, and technology partners all bring different skills to the table; no one company can fulfill the demands of today's communication projects alone.

pei tel's role here is to combine these skills and help partners develop full-fledged solutions for customers. That includes providing technical consulting, training courses, joint workshops, and access to specialized technologies. Relationships with manufacturers are changing, as well. Today, we work together to create integrated solutions that go far beyond conventional hardware distribution. We do more than just implement new technologies; we work with partners to translate these technologies into specific applications.

THE FUTURE IS LOCAL—AND CONNECTED

The developments in Benelux are representative of a wider shift in the market. Technologies are becoming more standardized, innovation is happening more quickly, and customers have more choice than ever. Consequently, the products themselves aren't the only important factor—people, trust, and partnerships matter, too.

That's why pei tel consistently invests in local networks, technical expertise, and long-term cooperation—because the future of communication is about more than just individual products. It's about smart networked systems that connect people, processes, and technologies.

Get the latest updates on LinkedIn:
www.linkedin.com/company/pei-tel-communications-bv/

PEI | COM

Experts in Communication & Security

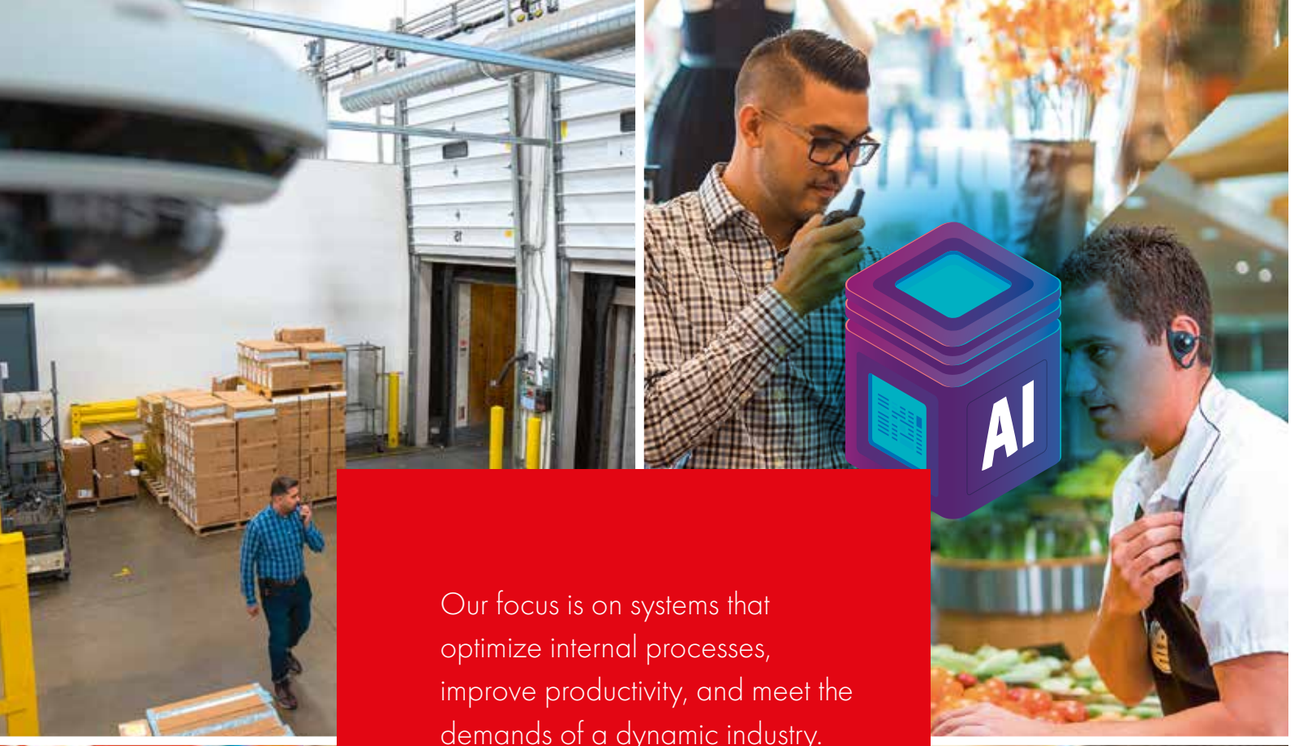
With our smart, customized communication and security solutions, we optimize connectivity and cooperation in today's working world, particularly in brick-and-mortar retail and recreational sports. In cooperation with our global partners, we deliver innovative technologies that promote efficiency, flexibility, and security—today, and in the future.

Fascination by Communication

www.instagram.com/peicom.solutions/

www.linkedin.com/company/peicom-gmbh/

www.peicom.com



Our focus is on systems that optimize internal processes, improve productivity, and meet the demands of a dynamic industry. Security for both people and products is playing an increasingly important role.



Smart CONNECTIVITY

The Future of Commerce

Retail is currently undergoing a profound change. New international competitors are flooding into the market, the number of retail outlets in cities is declining, overheads are increasing, and customers are rapidly expecting greater convenience and digital connectivity. Retailers who want to succeed in today's market have to deliver more than just products; they need to understand processes, optimize internal workflows, and intelligently network technology. And that's where peicom comes in. The company is growing from a typical provider of individual communication and security solutions into a full-fledged partner. peicom optimizes processes and thinks systematically, helping retailers enter the digital future step by step.

A MARKET UNDERGOING STRUCTURAL CHANGE: WHEN SECURITY BECOMES A DAILY CHALLENGE

A glance at the figures illustrates the scope of this transformation, which has been ongoing for years. According to projections from the Handelsverband Deutschland (German Trade Association, HDE), the number of retail businesses will dwindle to just 296,600 by the end of 2026; just ten years ago, there were 366,800 throughout Germany. The HDE expects the loss of an additional 4,900 businesses in 2026 alone. HDE President Alexander von Preen has a stark warning about the consequences for downtown areas:

"For ten years, we have lost at least 4,500 businesses per year in Germany. (...) Many downtown areas are already visibly suffering from the vacancies. Given the figures in recent years, improvement doesn't seem to be on the horizon. This cannot and must not continue."

While brick-and-mortar retail is facing cutthroat competition, global online platforms like Temu, SHEIN, and Alibaba are only exacerbating the situation. In grocery retail, in particular, aggressive pricing policies have led to a phase of intense and dynamic competition.

The challenges facing retailers become particularly clear in the companies' day-to-day operations. Staff fluctuation levels are currently over 25 percent, and they increased by more than a quarter between 2022 and 2024. At the same time, there are approximately 122,000 job vacancies throughout the industry, and nearly two thirds of retail employees say they would prefer a different job. They give a variety of reasons: irregular working hours, a lack of career prospects, and heavy workloads on the shop floors. To make matters worse, employees in stores are increasingly having to deal with aggressive customers and escalating situations. In a survey conducted by the Berufsgenossenschaft Handel und Warenlogistik (Employers' Liability Insurance Association for the Trade and Logistics Industry, BGHW), two thirds of respondents said they faced frequent verbal abuse. Many respondents also stated that they had to deal with impatient or aggressive people at work on a regular basis, or even almost daily. Some said they were insulted or verbally abused every day.

Despite these challenges, retail remains one of the most important industries in Germany. It accounts for nearly 16 percent of GDP, with approximately 3.2 million employees, and it generates annual revenue of around 664 billion euros. And although online retail has achieved a significant market share (13.5 percent), the vast majority of revenue still comes from brick-and-mortar retail. At the same time, many customers say they value the personal contact and direct approach of in-person shopping, particularly for products or services that require extensive consultation. This presents an obvious opportunity for retailers: Companies that offer expert consultation, personal service, and a safe and secure working environment for







employees can stand out in an increasingly digital field of competitors, allowing them to carve out a sustainable position for themselves. Consequently, many companies are making targeted investments in state-of-the-art store concepts, in qualification programs for employees, and in security and prevention measures to protect their employees and customers and reduce financial risks.

INVISIBLE DAMAGE AND LEGAL LIMITATIONS

Alongside increasing competition and staffing issues, brick-and-mortar retailers are facing other financial challenges. Protecting their products and their employees has long since become a strategic issue. Brick-and-mortar retail currently invests approximately 1.70 billion euros annually in security and prevention measures, but an estimated 98 percent of all shoplifting instances still go undetected. According to EHI Retail Institute, inventory discrepancies increased from 4.95 to 5.11 billion euros in 2025 and accounted for an average of 0.66 percent of net revenue. These discrepancies damage the domestic economy to the tune of approximately 590 million euros per year in lost VAT revenue (source: EHI Retail Institute: Inventurdifferenzen 2026, 2026). Consequently, prevention is becoming a key focus. One particularly problematic issue is the increase in organized theft carried out by criminal gangs. These offenders are known for their professional approach:

"More and more often, shoplifting is becoming an organized crime. Either individual perpetrators are hired, or groups of perpetrators divide the job between them. According to a recent survey of retailers, around one third of total losses—or nearly 1 billion euros—are caused by these groups of perpetrators."
EHI Retail Institute, 2025

However, in practice, efforts to combat these losses often run up against legal limitations. From the industry's perspective, the current inadequate circumstances, combined with inconsistent prosecution practices, make a crackdown difficult. Calls are growing for public authorities to provide more support and to enforce existing laws to their full potential. Additionally, complex legal regulations often restrict the use of modern technology such as video security, despite the fact that the technology has long been capable of doing much more to effectively protect employees and products. In that sense, retail chains in other countries have a technological advantage.

HELP FOR FRONT-LINE WORKERS: EXPERTISE IN SECONDS—WITH VOICE AND AI

The focus is on providing targeted support for employees during day-to-day operations. And peicom's own roots are at the heart of this approach: employee communication. Now, the next generation of this technology is on the horizon: "AI-assisted Service Excellence" from Samhammer AG. It links various data sources from the store and the company, structures information, and uses that information to develop specific action plans for staff. For example, it provides to-dos directly related to the job at hand and makes it easier for employees to prioritize tasks at work. Ultimately, it means that each employee has a personal AI assistant on the shop floor.

State-of-the-art security systems are also taking risk reduction to the next level. Intelligent camera solutions from Avigilon deliver more than just high-resolution images for prevention purposes; they also make it possible to analyze customer flows, optimize store layouts, and provide targeted security for sensitive areas. Complementing this ecosystem are mobile prevention solutions, such as body cameras from Motorola Solutions, that can help to deescalate critical situations. Viewed in isolation, however, these solutions cannot attain their full potential.

THE ANSWER: INTEGRATED TECHNOLOGY, NOT ISOLATED APPLICATIONS

Combining solutions to create a networked store is still the key to success. The team on the shop floor can only act quickly and effectively if important information is communicated in real time. Communication only lays the foundation here. however. Stores need smart solutions that make processes more efficient, reduce employees' workload, and guarantee security on the shop floor. peicom takes a holistic approach here. Proprietary communication solutions like "peiECO" transmit signals from sensors, customer buttons, and machines directly to the employees. These solutions ensure that important data goes straight to where it is needed most, via devices such as radio transmitters from Motorola Solutions, wireless headsets from Yealink, or mobile terminals.

peicom works with global manufacturers to create a holistic solution that combines security with communication via AI assistance systems. The companies of the Peiker family build on these concepts with their own solutions and services, allowing them to respond flexibly to the demands of the market. Thanks to this approach and the support of its international partners, peicom is continuing to expand its global customer base.

SHAPE THE FUTURE OF COMMERCE

The future of commerce is where people, adapted processes, and smart store technologies work hand in hand. This synergy creates resilient structures that noticeably reduce day-to-day workloads. peicom actively supports retailers during the transition process and ensures that shop floor workflows operate smoothly.



Sources:
- bKV Firmenservice, 2026
- Schlechte Nachrichten für die Innenstädte – HDE-Prognose für 2026: Einzelhandel in Deutschland verl...
- BGHW 2022 Online Survey
- Mehr Verluste durch Ladendiebstahl – EHI Retail Institute
- bKV Firmenservice: Fluktuationsrate im Einzelhandel: Aktuelle Höhe & Strategien zur Senkung (2026)
- Zahlen, Daten und Fakten zur Situation des Einzelhandels – IHK Chemnitz





The peicom team at EuroShop

Are your stores ready for the digital future?
Leave the inflexible, isolated applications behind and optimize your processes.
Contact the experts at peicom today for a store assessment, no strings attached.



PEIKER | CEE
A brand of peicom

WINNING Innovations
peiker CEE in the Field

It all started with a communications system for equestrians, but over the years, it became so much more. Today, the peiker CEE brand is synonymous with state-of-the-art audio solutions and safety equipment for sports. Since the original company was strategically incorporated into peicom in mid-2024, the brand has continued as a vital pillar of the organization. The focus is on practical products that were developed based on customers' actual needs; the products have repeatedly proven themselves in—and on—the field.





E-Twist Airbag Vest



SHOKZ OpenFit

A MILESTONE FROM THE EQUESTRIAN WORLD

Our success story started with equestrianism. The demanding daily training in that sport led peiker CEE to develop the CEECOACH communication system: an innovative solution that allows equestrians to communicate with one another while riding.

CEECOACH facilitates direct, reliable communication between trainers and riders, even when maximum focus, movement, and distance are crucial. CEECOACH is still an integral part of training for many users today. This type of communication helps athletes achieve peak performance. Even dressage rider Isabell Werth—the best German Olympic athlete of all time—has used this solution since it was first developed.

FINELY HONED PRODUCTS FOR ATHLETES

The company's success in equestrianism allowed it to expand its product range into other carefully selected fields. Today, alongside CEECOACH, its portfolio for sports comprises technologies that unite communication, safety, and convenience. These include bone-conduction headsets from SHOKZ, innovative airbag vests like the E-Twist ´Air from Horse Pilot, and the high-performance MIFA speaker. The key factor here is cleverly integrated design: Individual components engage seamlessly with one another to provide optimal support for training or coaching—whether athletes are solo or in a group.

FROM THE "HOFGUT" TO THE RING

The Peiker family's equestrian estate, "Hofgut Liederbach," is central to the practical nature of the product development process. The livery yard and riding stable serve as a testing ground, providing authentic conditions for trying out audio solutions and safety equipment. These tests deliver valuable insight into the requirements and demands the products will face; they help the company understand the user's perspective and quickly indicate whether the systems are suitable for daily use.

A wide range of solutions are now being used in sports outside of equestrianism, as well. Although equestrianism is still at the heart of peiker CEE, sports such as cycling, skiing, and other dynamic disciplines have nearly identical requirements when it comes to reliable communication and safety. These systems open up new possibilities in any sport where distance, movement, and noise make interaction more difficult.

INTERNATIONAL REACH AND IMPACTFUL PARTNERSHIPS

This versatility has also driven the company's international expansion. CEECOACH has already made a name for itself in the USA—thanks in large part to peiker International, which is part of the Group and distributes the products—and demand is growing in other markets, as well. The Baltics and the UK, for example, underpin the company's growth and underscore the fact that reliable communication solutions have become essential in global sports.

The company cooperates with famous elite athletes to further boost its profile. Whether the products are used in daily training or during intense outdoor activity, partnerships with show jumping and event rider Calvin Böckmann and ultracyclist Fritz Geers demonstrate the systems' versatility and durability in real-life conditions. Not only do these partnership raise the products' visibility; they also provide valuable feedback directly from actual athletes.

peiker CEE combines technological expertise, a passion for sports, and global reach within a single, holistic system. The focus here is on true added value for athletes: perfect interplay between human and machine that improves communication and ensures maximum safety during every second of training.

Take your training to the next level!
In the saddle or on the slopes, you can count on the versatile product range from peiker CEE. Discover the future of sports today, and find the perfect solution to help you achieve your training goals.



CEECOACH PLUS

www.instagram.com/peikercee

www.facebook.com/peikercee



PEIKER | INTERNATIONAL

Communication Solutions Specialist

We are expanding the global presence of the companies of the Peiker family, tapping new markets, and supporting customers around the world. Through close collaboration with our customers, we acquire valuable insights that help us continuously improve our communications systems and align our sales strategies effectively.

Innovative Communication Solutions

www.linkedin.com/company/peiker-international-inc/

www.peiker-international.com

GLOBAL Communication

Professional Solutions for International Markets

peiker International provides innovative communication and system solutions for professional and business-critical applications in North and South America. With the technological expertise of the companies of the Peiker family at its back, peiker International combines product development, customized solutions, and a global market presence.

Trade fair stand at IWCE

One area of focus for peiker International is OEM-capable system solutions for international partners, developed in cooperation with pei tel Communications GmbH and integrated into the global product ranges of leading radio equipment manufacturers and others. The goal is to create reliable, interoperable communication solutions for professional users around the world.

Additionally, with MeshCONNECT, peiker International offers a portable mission-critical Wi-Fi mesh system to expand coverage and connectivity in challenging operational environments. The solution is primarily targeted at network operators and providers of professional broadband communications.

The company also distributes customized communication solutions for customers in the public safety, transportation, satellite communication, and industrial sectors. These solutions include microphones and handsets for control rooms, public authorities, public transportation, and specialized communication applications.

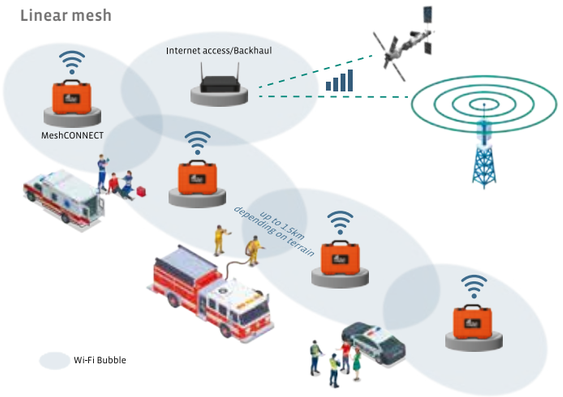
peiker International:
Your partner for professional communication solutions, worldwide.



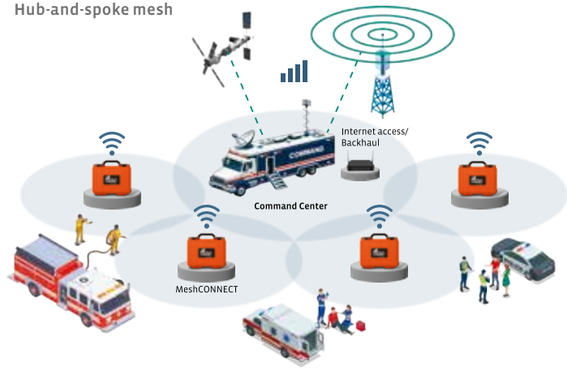
Another of the company's areas of expertise is audio and microphone technologies. peiker International integrates state-of-the-art voice processing, beamforming, and intelligent noise cancellation to create solutions for commercial vehicles, agricultural machinery, control rooms, aviation, rail transport, and other professional applications.

Synonymous with reliable communication, flexible holistic solutions, and comprehensive expertise in development and production, peiker International is there wherever connection is key.

Linear mesh



Hub-and-spoke mesh





Aviation Solutions Specialist

We develop, modify, and certify complex aviation systems for civilian and military applications, and we support our customers throughout the entire development cycle. By combining engineering, manufacturing, software development, and regulatory expertise, we create reliable solutions that meet the highest standards of safety, quality, and integration.

Your Vision. Our Solution.

www.linkedin.com/company/fti-engineering-network-gmbh/

www.ftigroup.net



25 Years of Aviation EXPERTISE

Made in Brandenburg

25 YEARS ANNIVERSARY
2001–2026

These projects helped mold the company into a reliable partner for complex aviation programs, and they laid the groundwork for its future growth.



High-lift test bed



Airbus A350 Cabin 0 test bed

CargoLifter Hangar



In 2001, six employees were faced with a task that, at first glance, seemed clear-cut: supervise test flights, record performance data, and develop testing systems for aviation.

Their customer was CargoLifter, which was working on one of Germany's most ambitious aviation projects at the time. No one could have predicted that this small team would eventually grow into a company that is now one of Europe's most renowned specialists in aircraft modification.

However, shortly after the company's founding in 2001, it already faced its first major challenge when its primary customer, CargoLifter, went bankrupt. FTI had to reorient, and quickly. A crisis like this might have meant the end for many companies, but for FTI, it was the beginning of a remarkable trajectory.

FROM AIRBUS TO NEW OPPORTUNITIES

Just a few years after its founding, FTI was already collaborating on projects for Airbus—including the Airbus A380, the world's largest passenger airplane. The company's involvement in one of the most ambitious aviation programs of the day was an important milestone and heralded its rise to the top of the European aviation industry.

Between 2002 and 2012, FTI developed and implemented numerous test beds for Airbus. These test beds were used to inspect and validate high-lift systems' hydraulic, electrical, and mechanical systems. Major aircraft lines such as the Airbus A380, A340, A350, and A400M made use of the test beds; their contribution to the testing and certification process was vital.

The company's expertise in developing complex systems grew with every project. FTI developed and oversaw the "Cabin 0" test bed for the Airbus A350 in Hamburg-Finkenwerder, for instance. All the cabin systems were integrated, validated, and tested for compatibility in this highly realistic testing environment, allowing potential issues to be detected and resolved before the components were ever used in an aircraft.

LIMEZ III clearance measurement train



THE TURNING POINT: A TRAIN

In the mid-2000s, FTI proved that its expertise went far beyond aviation—with the LIMEZ III project for Deutsche Bahn.

Alongside its partners, FTI developed a cutting-edge distance measuring train that used laser scanners and cameras to measure overhead lines, tunnel dimensions, and track systems while it was in motion. Reaching speeds of up to 100 kph, the system set new standards for railway surveying.

For the company, this project was much more than just a successful job. It demonstrated the potential of system integration—an intelligent combination of sensors, software, and data processing to create a high-performance holistic solution. It's an area of expertise that still defines the company today.



The "flying gas station:" the Airbus A310 MRTT (Multi-Role Tanker Transport)

CREATING SAFETY IN REAL TIME

Modernizing the monitoring system for the Airbus A310 MRTT's refueling capability is among the most significant accomplishments in the company's history. FTI replaced the aircraft's previously analog technology with digital color and infrared cameras and state-of-the-art monitoring computers. The systems facilitate real-time rendering, recording, and analysis of refueling procedures in a range of different operational conditions.

The first component developed was the Approach Monitoring System (AMS). For the first time, this measurement and analysis system was able to precisely record the approach velocities of aircraft during aerial refueling. The data acquired provided important insights for safety, training, and flight operations. In 2008, the company was awarded the Lilienthal Prize for this system—one of the most significant milestones in its history.



Michael Weisel, CEO

In the next step of development based on the AMS, FTI created the Remote Surveillance System (RSS)—its first product manufactured in small batches.

SAVING LIVES WITH TECHNOLOGY

However, the company's ability to develop complex systems wasn't limited to aviation. With the Ambulance Video Assistant (AVA), FTI developed a system that connects rescue workers in the field with emergency physicians in real time. Via a stable video, audio, and data link, doctors can already assess patients and set the first steps in motion before they even arrive.

In 2019, FTI received the Digital Champions Award from Deutsche Telekom and WirtschaftsWoche for this system. The award recognized the innovative nature of the system, but more than that, it acknowledged its practical benefits for medical care.

FROM COMPETITOR TO STRATEGIC PARTNER

Two companies that started out as rivals ultimately developed a successful partnership: FTI has been collaborating with KID-Systeme, a subsidiary of Airbus, since 2020. Together, they develop cabin video management systems for commercial aircraft. The recorder technology developed by FTI is used in Airbus A380, Airbus A350, and Boeing 777 aircraft on airlines like Emirates and Etihad. It is the central component of a complex video system and makes it possible to record and manage camera data on board.



Aerodata AG's AeroForce X (AFX) drone was created in partnership with FTI.

RAIN ON DEMAND?

Rising temperatures, longer droughts, and increasingly extreme weather patterns are posing new challenges for agriculture, water supplies, and infrastructure around the world.

One potential solution is cloud seeding: a targeted method of influencing clouds to encourage rain or reduce risks posed by the weather. FTI offers turn-key systems here, covering everything from hardware integration to the final certification required for the aircraft (STC).

THE FUTURE IS NOW

Today, FTI is much more than just a typical development service provider. With its integration into the peiker Group, the addition of its Strausberg site, and the incorporation of new areas of expertise, the company has grown into a full-cycle partner for the aviation industry. Today, development, production, modification, certification, and integration are all part of the same seamless process.

And the industry is changing more rapidly than ever. Green aviation, new approaches to transportation, and unmanned aircraft present opportunities that could easily have been dismissed as science fiction just a few years ago. And FTI is actively helping to shape this change.

Orange with a Twist

WHY THE FTI LOGO HAS ALWAYS BEEN ORANGE

At FTI, the color orange is much more than just a design element. It has been part of the company's identity since the very beginning. It has its roots in the company's original core business: flight test instrumentation. The cables and wiring used in flight test instrumentation traditionally come in the color RAL 2000 (yellow-orange).

The reason for this is a practical one: Additional measurement and testing systems in the aircraft have to be easy to distinguish from the manufacturer's original components. That's why all retrofitted cables, sensors and other components are orange—so technicians and engineers can identify which systems are part of a flight test or a modification at a glance.

This background is also reflected in the way the company logo has evolved. Early versions of the logo included a stylized cross-section of a cable: an orange circle with multiple wires inside. As the company refined its image over the years, the logo was gradually streamlined. The detailed cable cross-section became a striking orange circle that is still the logo's key feature today.

Evolution of the FTI logo



A flight test technology company has grown into an established European specialist in aircraft modification and complex aviation systems with the aim of shaping the next chapter in the story of the aviation industry.

Here's to the next 25 years!

The SWISS ARMY KNIFE of Aviation

Engineering from a Single Source

As soon as you set foot in FTI's production facility, you realize that the company makes more than just individual components; it creates whole aircraft. From the initial concept and the development and design phase to manufacturing, integration, and certification: The company pools a breadth of expertise that few providers in Germany are capable of delivering.

Component for cloud seeding



One major advantage: Most stages of production take place in-house. Development, manufacturing, testing, painting, and assembly are all part of the same seamless process, allowing for highly efficient production of prototypes and small batches.

FTI serves as a strategic partner for the development, modification, and certification of complex aviation systems. Its range of services covers everything from avionics, electronics, composite structures, and metal assemblies to entire airframes. "The Swiss army knife of aviation" is a perfect description of the unique role the company plays. Small assemblies, highly complex electronic systems, or entire aircraft: FTI consolidates nearly all aspects of modern aircraft manufacturing under one roof.

One important aspect of this expertise is the comprehensive certifications required for the company to operate in aircraft development and manufacturing. Maintaining these certifications requires a significant investment of time and effort. Regular audits, documented processes, and strict quality requirements are par for the course. Without these certifications, the products the company develops could not be used in aviation.

FROM CARBON FIBER TO CABLE HARNESS

The company's expertise covers all the fundamental technologies in aircraft manufacturing. In terms of composite materials, FTI makes everything from simple paneling to high-load structural components—including airfoils, fuselage components, and complex composite assemblies.

The company also manufactures welded structural metal. Structural steel is primarily used at points where concentrated loads have to be absorbed. The precise application of welding tools is used to create components that have absolutely no allowance for deviation or misalignment. Even minor errors can ultimately have an impact on the entire structure.

Additionally, FTI produces CNC-milled components, cable harnesses, and electronic assemblies for sophisticated aeronautical applications. The electrical systems, in particular, are among the most complex components in modern aircraft. For example, cable harnesses have to be able to withstand extreme temperatures, vibration, and electromagnetic fields. The corresponding electronic racks can be the size of a small refrigerator and house numerous computer and control systems.



MANUAL LABOR REMAINS INDISPENSABLE

Despite the state-of-the-art manufacturing technologies in place at FTI, manual labor still plays a vital role. While major mass producers have highly automated production lines, prototypes and small batches are primarily made by hand.

For composite components, in particular, programming and installing specialized manufacturing robots simply would not be cost-effective. Instead, the teams rely on experience, precision, and craftsmanship; over 90 percent of the individual operations are completed by hand.

And strict requirements are in place here: The temperature and humidity are continuously monitored, and tools are regularly checked and calibrated. During the manufacturing process, technicians have to ensure that every component already meets the precise design specifications. Only then is a component considered airworthy and can eventually be installed in an aircraft.

THE LARGEST PROJECT TO DATE

FTI's latest project is proof of just how extensive the company's manufacturing expertise actually is. With a wingspan of approximately 26 meters, the unmanned aircraft is one of the largest the company has ever produced. Manufacturing an aircraft of this type takes several years; the prototype alone took around three years to produce.

This project is a clear and impressive reflection of the individual teams' enormous breadth of expertise—from large-scale composite structures and metal assemblies to the integration of complex electronic systems.

EXPERIENCE FROM HIGH-TECH INDUSTRIES

More than 30 employees, most of them engineers, are the backbone of projects like this one. Many of them have decades of experience in aviation or other high-tech industries. Some of them even manufactured Olympic sports equipment in their previous jobs.

A large number of employees are also experts in multiple fields of manufacturing, and they are expanding their knowledge on an ongoing basis. With its first trainees in light aircraft construction, FTI is also making a targeted investment in the next generation of aviation experts.

USP IN THE AVIATION INDUSTRY

Alongside its expertise in specific technologies, FTI's ability to combine these technologies is what sets the company apart. It is precisely this combination of development, manufacturing, and certifications that makes FTI one of the few providers capable of supporting almost the entire process of creating an aircraft without outside assistance. This unique combination also gives FTI the flexibility to develop the right solution for every new challenge that arises—much like a Swiss army knife.



One Team

The People Behind the Success Story



From L to R: Maximilian Peiker, Gloria Peiker, Carina Peiker, Felix Peiker, Andreas Peiker, Susanne Peiker

THE PEIKER Family: Where Tradition Meets the Future

Introducing: The Family Behind the Company

Investments in cutting-edge projects and projects with long-term potential, a commitment to maintaining and designing housing, and a corporate group in the industrial sector.

Behind the "companies of the Peiker family" is, as the name indicates, a family. A family that has produced entrepreneurs for 80 years and is now run by the fourth generation.

A family normally consists of different personalities, each with their own unique interests, experiences, and ideas of what life should be. And of course, there will be differences of opinion now and then. But what makes a family unique is what brings it together. For the Peiker family, that unifying factor is the aspiration to grasp the mantle of progress and support the people who are on this journey alongside them.

RESPONSIBILITY SPANNING GENERATIONS

A new generation of the Peiker family has taken up the reins in the last few years, securing the future of the family and the viability of the companies—and roles were deliberately delegated in the process.

The family still holds regular meetings to discuss big questions and important decisions that affect the direction of the business. Family members take on different roles based on their responsibilities and the corporate constellation, ensuring that a variety of perspectives contribute to their shared growth. Each member of the family has their own part to play.

PEOPLE WITH DIFFERENT PERSPECTIVES

Susanne Peiker's contribution to the family is her artistic eye for people, spaces, and design. Creativity and openness to new perspectives are at the heart of her approach.

As General Manager and Co-CEO, Carina Peiker is shaping the future of the Group. Her passion for equestrianism frequently brings her into contact with people and ideas that help her both personally and professionally.

Maximilian Peiker appears to have inherited his father's head for technology. Within the Group, he and his team program and develop their own ideas—primarily in the field of artificial intelligence, where they have already applied for more than one patent.

Felix Peiker and Gloria Peiker are currently pursuing an education, but they still play a part in important decisions.

And Andreas Peiker maintains strong ties to the company, although his role now is primarily an advisory one. After 50 years in the business, he couldn't cast off his entrepreneurial spirit, passion for technology, and love of innovation overnight.

THE FUTURE STAYS IN THE FAMILY

And maybe that's exactly what makes this family-run company unique: the fact that personal passions and a drive to forge ahead helped them shape the future for generations—and will continue to do so for years to come.

HOFGUT Liederbach

Where Passion Meets Aspiration

Equestrianism has played an important role in the family for many years. Hofgut Liederbach, the family's equestrian estate, allows them to explore a personal passion while also serving as a space for dialogue, training, and shared experiences. Additionally, the estate continues to inspire ideas for new technologies—such as communication systems for equestrian sports.

Some places are born from an idea. Others from a passion. Hofgut Liederbach is both. What started as a personal dream grew over the years into a place where equestrianism, training, hospitality, and innovation all came together, with the goal of providing the best possible conditions for people and horses alike.

When the family acquired the estate in 2014, it was the start of a new chapter—not just for the facility itself, but for all the infrastructure around it. Step by step, the old riding stables began to transform into a modern equestrian center with a clear vision: "Five stars for your horse."

Today, the Hofgut Liederbach livery yard holds a five-star rating from the Deutsche Reiterliche Vereinigung (German Equestrian Federation, FN) and is also ISO 9001-certified. The approximately 15-hectare complex has room for more than 100 horses and combines professional horse care with training courses in dressage, show jumping, and eventing.

The focus is on more than just the infrastructure; the message is also that performance and well-being go hand in hand.

Modern stable facilities, generous paddocks and pastures, sophisticated stable management, and an in-house rehabilitation and regeneration area with a water training tank, saltwater chamber, and other amenities create an environment that fosters health, performance, and recovery in equal measure.

The central focus is always the interplay between horse and rider. At Hofgut Liederbach, training is about more than just technique and fitness; it's also about trust, communication, and individual support for every team. In partnership with instructors, trainers, and a network of specialists, the team guides horses and riders from daily training to the big tournament.

But the estate is even more than that. It's a source of inspiration, a development environment, and a meeting place. In close cooperation with peicom, the estate serves as a testing ground for peiker CEE equestrian technologies. Communication systems like CEECOACH are used in daily training and are created in an environment where the demands they face can be experienced first hand.

The estate also plays host to the annual Skyline Cup—a tournament with competitions in eventing, dressage, and show jumping.

Over the years, Hofgut Liederbach has become a place that combines athletic ambition with entrepreneurial thinking—while also highlighting one of the family's personal passions.

HOFGUT LIEDERBACH

"Five stars for your horse."
As a livery yard, Hofgut Liederbach has received five stars from the Deutsche Reiterliche Vereinigung (German Equestrian Federation, FN) and is also ISO 9001-certified.







Get the latest updates on Instagram:
hofgut_liederbach

Countless STORIES

Experiences, Memories, and Personal Insights

A company's spirit is defined by the people who show up for it every day. Some of our colleagues look back on their special moments at peiker—sometimes with a grin or a sense of pride, and always with heart.



1981

"I was just supposed to be vacation cover!"

When she spotted a job ad from PEIKER acustic in 1981, she initially set it aside. Communication technology? "It's all Greek to me," she thought. It wasn't until weeks later that she finally decided to give the company a call, and PEIKER acustic offered her a job as a sales secretary.
A few years after that,
she was asked to fill in for Andreas Peiker's assistant—just for a few weeks, of course. A few weeks of vacation cover ultimately grew into a partnership that lasted more than four decades.

Monika Chaplar
Assistant to Andreas Peiker, peiker Holding GmbH



1999

"At CeBIT, apparently no one noticed that our Bluetooth® prototypes were crackling."

At the time, Bluetooth® was in its infancy. We had to improvise for the expo, because there weren't actually any working modules yet. So we quickly opted to use analog radio modules.
One year later, peiker launched the world's first hands-free Bluetooth® set.
Projects for Mercedes-Benz, BMW, and Audi followed, and we even received a special order from German President Horst Köhler

For me, one of the highlights was the development of the SLR-style Bluetooth® telephone adapter for Mercedes, which was designed to match the Mercedes SLR McLaren with butterfly doors—an exceptional model at the time.

Andreas Froidl
Head of Advanced Development, peiker Holding GmbH



The team at PEIKER acustic, Inc.
From L to R: Bruce Clutton, JP Hamon, Jennifer Matuska, Mike Bailey, Ken Fickle, Christy Diamond, Mark Nesselroad, Kelly Minshall

1998

"The people are what I remember most."

Bruce Clutton first met Andreas Peiker in 1993—on the other side of the Atlantic. Over the years, their initial business relationship grew into a close, collaborative partnership, until Bruce ultimately joined peiker in 1998. He helped oversee the establishment of the company's North American business—from its first steps in Texas to the development of a successful site serving customers such as Chrysler, Ford, BMW, and Tesla. After the automotive business was sold off, Bruce initially worked for other companies before returning to the Group in 2022.

When he looks back on his 30-plus years of collaboration with peiker, however, the products and markets aren't the first things that leap to mind. He is proud and grateful to have been part of peiker's success, and to have met and worked with so many wonderful people.

Bruce Clutton
Director, Engineering and Operations, peiker International, Inc.



2020

"An empty space became our new office."

When Daniel and Silke visited the new peicom and pei tel premises in Osnabrück on January 2, 2020, they found... nothing. 700 square meters of empty space. No walls. No furniture. No IT. No workplace. No colleagues. Together, the two of them planned the space room by room. They chose glass walls, desks, technical equipment, and the areas where the individual teams would work.
They were soon joined by other employees, and step by step, they transformed that empty space into a modern sales office where today, the sales, support, marketing, procurement, and product management teams collaborate closely.

The building itself may not have started out as anything special, but the teams still cherish the feeling of having built something together.



Daniel Dombrock
Team Leader, In-Store Communication Services and Processes, peicom GmbH

Silke Hoffmann
Marketing Assistance, pei tel Communications GmbH



Homepage: www.peik.art
E-mail: susanne@peik.art

peik.art
SUSANNE PEIKER

80 JAHRE
Unternehmensgeschichte der Familie Peiker

80 Years – 80 Stories

Every Story Begins with a Single Moment

The peiker moment I remember most:

Feel free to write, draw, or paste something into this space.
We would love for you to share your moments with us. Please send them to: marketing@peiker-holding.com

80 JAHRE
Unternehmensgeschichte der Familie Peiker

Let's Write the Next Chapter TOGETHER

What idea, wish, or thought would you like to see realized during the next few years at peiker?

Feel free to share your ideas and wishes, or let us know how you'd like to contribute.
We would love to hear your thoughts. Please send them to: marketing@peiker-holding.com



UNTERNEHMEN DER FAMILIE PEIKER

Versatility as a Strength— Team Members WANTED

We are as versatile as our employees.

Whether you're a newcomer or a seasoned pro, at peiker, you'll find exciting projects, career development opportunities, and a great team. We want you to enjoy your time with us, both at work and beyond. That's why we offer our employees an extensive range of benefits:

- Flexible Working Hours
- Work-Life-Balance
- Home-Office
- Continuing Education
- Modern Work Equipment
- Corporate Pension Plan
- Paid Leave for Special Circumstances
- Dog Friendly
- Wealth-Building Benefits
- Barrier-Free
- Mentoring Program
- Employee Discounts
- Bike Leasing
- Occupational Health Care
- Drinks and Snacks
- Company Health Insurance (CHI)
- Corporate Fitness

Explore the job openings in our Group-wide pool and join us at one of the companies of the Peiker family.

Scan here to apply >
https://jobs.familie-peiker-unternehmen.com/en

peiker Holding GmbH
For the companies of the Peiker family

Contact:
personal@peiker-holding.com

The COMPANIES of the Peiker Family

peiker Holding GmbH
Rathausplatz 3–7 | 61348 Bad Homburg | Germany
Tel. +49 6172 1799-0
info@peiker-holding.com

www.peiker-holding.com

peiker Immobilien GmbH
Rathausplatz 3–7 | 61348 Bad Homburg | Germany
Tel. +49 6172 981747-0
info@peiker-immobilien.com

www.peiker-immobilien.com

peiker International, Inc.
8724 North Royal Lane, Suite 100 | Irving, TX 75063 | USA
Tel. +1 972-488-4992
info@peiker-international.com

www.peiker-international.com

peicom GmbH
Am Schürholz 6 | 49078 Osnabrück | Germany
Tel. +49 541 409576-65
info@peicom.com

www.peicom.com

peiker CEE – A brand of peicom
info@peiker-cee.com

www.peiker-cee.com

FTI Engineering Network GmbH
Ludwig-Witthöft-Str. 14 | 15745 Wildau | Germany
Lilienthalstr. 2 | 15344 Strausberg | Germany
Tel. +49 3375 5235-0
info@ftigroup.net

www.ftigroup.net

pei tel Communications GmbH
Rheinstr. 15 A | 14513 Teltow | Germany
Am Schürholz 6 | 49078 Osnabrück | Germany
Tel. +49 3328 9363-0
info@peitel.com

www.peitel.com

pei tel Communications B.V.
Ledeboerstraat 9c | 5048 AC Tilburg | The Netherlands
Tel. +31 85 080240-0
info@peitel.nl

www.peitel.com

Hofgut Liederbach Service GmbH
Am Nassgewann 2 | 65835 Liederbach am Taunus | Germany
Cell +49 172 6660838
info@hofgut-liederbach.de

www.hofgut-liederbach.de



< More information
https://www.peiker-holding.com





Happy Birthday, AP!

In April 2026, we celebrated the

75TH BIRTHDAY

of Andreas Peiker, also known as AP.

It was the perfect occasion to take a moment and express our gratitude for his entrepreneurial vision that has shaped our Group for years.

7 companies
300 employees
1 joint gift

To mark this special day, employees from all of the companies of the Peiker family created a surprise video for AP.
When we presented the video at his surprise party, we experienced something very rare indeed: a speechless Andreas Peiker! Employees in Bad Homburg wished him happy birthday in person, alongside an enormous number of people doing the same online on Teams.

The event demonstrated our appreciation for AP,
but more than that, it highlighted what connects us as a Group:

Team spirit,
commitment,
and true cooperation.

A very happy birthday to Andreas Peiker once again; we wish him continued health, happiness, and all the best for many years to come!

The employees of the companies of the Peiker family

PEIKER | HOLDING