



THE FORAS GMBH MANAGEMENT TEAM IS REORGANISING

FORAS GmbH (formerly Gartenland GmbH) is restructuring its management team. The management team around Managing Director Ralf-Peter Matthies will be complemented by Bastian Meyer in the role of authorised signatory and René Zuidema as Sales Manager for Professional Technology. Meyer and Zuidema have been contributing to the success of FORAS GmbH and previously Gartenland GmbH for a number of years. As of 31.05.2024, David Schulze Hillert will be leaving FORAS GmbH, and the management team would like to thank him for the years of successful collaboration.

Heeslingen, 17th April 2024 - FORAS GmbH is restructuring its management team. In addition to Managing Director Ralf-Peter Matthies, Bastian Meyer and René Zuidema will join the team. Both have been part of FORAS GmbH and previously Gartenland GmbH for many years. With their expertise in garden, municipal and agricultural technology as well as sales, service and purchasing, Matthies, Meyer and Zuidema form an experienced management trio.

Bastian Meyer, formerly Head of Internal Sales at FORAS GmbH, will take on additional areas of responsibility within the management team of the Zeven-based wholesaler. René Zuidema will be the new Sales Manager for Professional Technology. His many years of experience as a field sales consultant for FORAS GmbH means that he has the necessary expertise for this new position. With the expertise they have acquired over the years, these industry professionals will complement the FORAS GmbH management team perfectly.

"Together with my long-time colleagues Bastian Meyer and René Zuidema, I look forward to continuing to drive the positive development of FORAS GmbH in the coming years. With their knowledge of the industry,

Pressemitteilung

they are a valuable addition to the management team," said Ralf-Peter Matthies, Managing Director of FORAS GmbH.

David Schulze Hillert is leaving FORAS GmbH on 31.05.2024 for a change within the industry. The managing directors of the FRICKE Group Hans-Peter Fricke and Holger Wachholtz would like to thank David Schultze Hillert for the years of successful collaboration, which in recent years has been characterised primarily by the expansion of trading and service activities together with partner KUBOTA.

NOTES TO THE EDITORS

Images can be found via the following link:

Caption: (From left to right) René Zuidema, Ralf-Peter Matthies and Bastian Meyer are looking forward to the task ahead.

Photo: © FORAS GmbH

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ABOUT FORAS GMBH

FORAS GmbH (formerly Gartenland GmbH, www.gartenland.de) is a wholesaler with over 25 years of experience, and a trusted partner for garden, agricultural and municipal machinery and equipment. As a KUBOTA trade partner with four branches in Northern Germany, the company (which belongs to the FRICKE Group) is one of the largest KUBOTA dealers in Europe. With a range of over 50 top manufacturers, the high-quality own brand and the *Gartenland* franchise system, FORAS GmbH offers an attractive range of products and services for gardening, agricultural and municipal technology professionals.