

PRESS RELEASE

SENSECA ACQUIRES GEONICA

October 30, 2024 – Global measurement technology expert Senseca has acquired GEONICA, a Spanish company specializing in system engineering and integration and environmental solutions. This acquisition enables Senseca to provide comprehensive, end-to-end measurement solutions, leveraging GEONICA's expertise in data consolidation, transmission, and analysis.

Senseca will acquire all shares in GEONICA, who will gradually be integrated into the Senseca operations whilst maintaining its own branding for the time being.

“We at Senseca are delighted to welcome GEONICA to our team. We believe our shared technologies and market know-how will be extremely beneficial to all parties. GEONICA brings to the table strong data logger competence, expertise in data acquisition, transmission and management via its own solutions.” said Senseca Chief Executive Officer Christian Unterberger.

“With the skill set that this acquisition brings to Senseca, we see opportunities to grow our global presence through the expansion of our measurement instrumentation range, giving us a greater market reach. Thanks to the synergy of our technical solutions, we are now able to deliver comprehensive environmental measurement systems that fully meet the needs of our customers” said Unterberger.

As part of the transition, GEONICA President and CEO Carlos Gómez Carrió will be leaving the company and handing over his responsibilities to Miguel Martinez as Managing Director (currently Operations and Commercial Director). CEO Carlos Gómez Carrió leaves GEONICA with a reputation of having a never-ending passion for innovative measurement solutions that has resulted in the continued growth and internationalization of the company, which is held in high esteem and is a well-respected provider within the industry.

“Today is a historic day for all of us at GEONICA. By joining the Senseca family, we have reached an important milestone that I have been dreaming of since I founded the company in 1974. The

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achievement of an international presence with our own products and advanced technological solutions” concludes CEO Carlos Gómez Carrió.

“The synergy between our two companies will put Senseca in a strong position for market growth. Our joint investment, conducted in the past into research and development, as well as our engineering expertise and our market knowledge will play a key role when it comes to partnering in the design and manufacturing of seamless environmental measurement solutions for our customers. I very much look forward to the positive challenges that will come hand in hand with my new role” commented the new Managing Director Miguel Martinez.

Christian Unterberger stated that from the first time they met he felt that both companies shared a joint purpose in their belief in contributing to a more sustainable world through technological innovations.

He concluded “We already play a significant role in key applications related to megatrends like smart cities & factories, renewable energy, water management, and weather monitoring. This acquisition marks the next step in our journey to becoming the leading provider and preferred partner for measurement technology.”

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Note To Editors

About Senseca

At Senseca we strive towards excellence in connecting the physical and digital worlds through innovative measurement solutions for a wide range of parameters: level, flow, pressure, temperature, conductivity, light, wind, humidity, as well as measurement of meteorological data.

Our products can be found in all major applications related to megatrends, such as smart factories and cities, renewable energy, agriculture, water management, healthcare, and pharma. Ready to meet the challenges of the IoT.

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In accordance with the highest industry and environmental standards, we manufacture our products in our state-of-the-art facilities in Germany and Italy.

Senseca is a team of over 300 dedicated experts united by a passion for top-notch measurement technology and the belief of making a valuable contribution to a sustainable world.

About GEONICA

For over 50 years, GEONICA has been a leader in designing and manufacturing a wide range of professional technological solutions. Their advanced data loggers and remote platforms for data and image acquisition and transmission are compatible with a vast array of sensors, enabling the measurement of meteorological, hydrological, physical, and environmental parameters. These solutions find applications in diverse sectors, including Earth Sciences, Environmental Monitoring, IoT solutions for Smart Cities, and Industry 4.0, particularly with their ultra-low power remote data loggers and collection platforms.

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