



# Press Release

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## Launch of BEKO TECHNOLOGIES Ireland

**Experienced compressed air specialist to unlock Irish market's untapped potential**

January 2026 – BEKO TECHNOLOGIES has appointed Mark Hayes (46) to head its newly launched Ireland operation. The company sees huge untapped potential in the Irish market and has recognised the need to have an Irish-run operation to grow the business in Ireland. This has become apparent since Brexit as the bureaucratic hurdles erected between the UK and the EU member state Ireland have made business more complicated. Besides, an Irish-based operation in euroland Ireland will simplify logistics and financial matters with BEKO TECHNOLOGIES' headquarters in Germany.

“We see great untapped potential in the Irish compressed air market,” says Martin Potter, Managing Director, BEKO TECHNOLOGIES Ltd. “Pharmaceuticals and the food and beverage industry are already big in Ireland and there’s a huge emerging market for compressed air in data centres. As a business driven by family values, BEKO TECHNOLOGIES decided to invest in local people and resources in Ireland and finding Mark Hayes was a huge step forward. Setting up an Irish-run operation represents yet an investment by the BEKO TECHNOLOGIES family in a fast-growing market.”

Mark Hayes (46), a Co. Tipperary native, has 26 years of experience in engineering and industrial solutions, energy efficiency and relationship management. He started his career in the structural and architectural steel industry where he worked for 13 years in the areas of manufacturing, design and energy for a market leader in Ireland. Having moved to a global manufacturer of construction, mining and compressed air equipment, he then spent nine years in that company’s compressed air business, first in service, then in after-market sales. His particular responsibility was for optimisation and energy efficiency.

From his earlier work, Mark knew BEKO TECHNOLOGIES as a global market leader in the compressed air business. “But they weren’t a market leader in Ireland,” he adds. “My mission is to make BEKO TECHNOLOGIES the number one in Ireland. With our increasingly energy-efficient compressed air treatment range, I’m committed to helping customers optimise their compressed air systems and assist them achieve cleaner air, lower running costs and a significantly reduced carbon footprint.”

For more information visit <https://www.beko-technologies.com/en-en/>

**The following pictures are enclosed with the press release:**



Mark Hayes, BEKO TECHNOLOGIES Ireland

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