

FOR IMMEDIATE RELEASE

Sensolus and Alps Alpine Asset Tracking Deepen Partnership with New Addendum

Expanded cooperation paves the way for a new generation of asset tracking products, as both companies continue to scale internationally



From left to right: Kristoff Van Rattighe, CEO & co-founder of Sensolus, and Thorsten Kueper, Director Local Products at Alps Alpine, shake hands after signing the addendum, alongside Marcello Milli, Head of Sales IoT & Micromobility at Alps Alpine. Munich, Germany.

MUNICH, Germany — 11 June 2026 — [Alps Alpine Asset Tracking](#), the IoT industrial asset tracking division of Alps Alpine Europe GmbH, and [Sensolus](#), a global leader in asset visibility solutions, today announced they have signed a new addendum that deepens their long-standing partnership. The agreement strengthens the companies' joint go-to-market approach and intensifies cooperation for launching new products sold by both organizations.

The addendum was discussed and finalized during a visit by the Sensolus management team, to Alps Alpine Europe's headquarters in Munich last week. He met with [Thorsten Kueper](#), Director, Local Products, and [Marcello Milli](#), Head of Sales, IoT & Micromobility, at Alps Alpine, to align on the terms of the expanded cooperation.

The renewed agreement lays the groundwork for a new generation of products from both companies, expected to reach the market in the coming months.

“Built on years of trust, our partnership extension with Alps Alpine is bringing a new generation of products to market,”

said [Kristoff Van Rattinhe](#), CEO & co-founder, Sensolus.

“As we keep scaling into international markets, that collaboration is what lets us meet even more demanding certification and automotive-grade manufacturing standards — and deliver the reliability and real value our customers depend on.”

“We are proud to deepen our partnership with Sensolus through this addendum, which paves the way for an exciting new generation of products reaching the market in the coming months,”

said **Marcello Milli**, Head of Sales IoT & Micromobility, Alps Alpine.

“Sensolus shares our commitment to delivering reliable, scalable IoT solutions that create real value for customers, and this expanded cooperation reflects the strength and trust we have built together. We are inspired by what we have achieved so far and grateful for a partnership that continues to push both companies forward. Together, we look forward to bringing innovative tracking and monitoring solutions to even more industries worldwide.”

The two companies have collaborated for years on combined hardware-and-platform solutions for industries including logistics, manufacturing, and ground support equipment, serving customers such as DHL, Airbus, Vaillant, AB Inbev and other global operators. This addendum builds on that foundation, reinforcing both companies' commitment to reliability, scalability, and customer value as they expand further into international markets.

About Alps Alpine Asset Tracking

Alps Alpine Asset Tracking is the IoT industrial asset tracking division of Alps Alpine Europe GmbH, providing rugged tracking hardware and an intuitive software platform for complete asset visibility. With trackers deployed in the millions globally and battery life of up to 10 years, Alps Alpine helps logistics, manufacturing, aviation, and construction companies monitor the location and condition of their physical assets — reducing loss, improving efficiency, and providing full control over supply chains. **Learn more at alpsalpinetracking.com.**

About Sensolus

Sensolus is the global market leader in visibility for assets that have no wires and no power. Its smart IoT tracking solution combines durable, plug-and-play hardware with a powerful, easy-to-use platform, helping over 500 clients worldwide track containers, transport boxes, returnable transport packaging, ground support equipment, and more. With more than 1 million connected assets, 60+ partners, and 15+ years of experience, Sensolus turns asset data into real-time visibility and actionable business insights. **Learn more at sensolus.com.**

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