



News Release

For Immediate Release

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Daisy Data Displays Forms Strategic Partnership with The ASH Group to Equip Key Industries in the Kingdom of Saudi Arabia and MENA

Mechanicsburg, PA – June 17, 2024 – Daisy Data Displays, a leading provider of ruggedized computers and displays for the world's toughest environments, is proud to announce a strategic partnership with The ASH Group to enhance its presence in the Kingdom of Saudi Arabia (KSA) and across the Middle East and North Africa (MENA) region.

This partnership marks Daisy Data Displays' first step in a long-term investment strategy in KSA, highlighting the company's commitment to extending its global footprint and delivering exceptional service to customers in the energy and defense sectors. The ASH Group, based in KSA, will serve as the exclusive representative and distributor across the MENA region, ensuring that advanced computing and HMI solutions are accessible to a wide array of industries and applications.

"We are thrilled to partner with The ASH Group to bring our cutting-edge technologies to the Middle East and North Africa," said David Shefet, President of Daisy Data Displays. "Their extensive network, local expertise, and dedication to customer satisfaction make them the ideal partner as we expand our reach in these critical markets."

Daisy Data Displays has been a key technology enabler of every energy revolution in the United States over the past 40 years. While the initial focus will be on applying solutions and expertise to support KSA's forward-thinking energy sector, it quickly became clear how much of KSA's Vision 2030 development goals aligned with the industries supported by Daisy. This includes KSA's burgeoning domestic defense and aerospace sector, advanced manufacturing facilities, decarbonization efforts, cutting-edge life science research and production, and large-scale utility and infrastructure projects.

The partnership was formalized at the Offshore Technology Conference in Houston, Texas. The signing of the agreement was presided over by the US Consul General in Dahrhan, James Sindle, and Senior Commercial Specialist Mohammed Shujauddin.

"ASH Group is a Saudi Company delighted to bring the latest and best technology from Worldwide to Saudi and MENA, and we are proud to be locally partnering with DAISY DATA, being introduced to us by the US embassy in Saudi. We are impressed with Daisy Data potential and capacity, and we are committed to introducing MENA region to the best in durable industrial computer and display solutions equipment." Mr. Ahmed AlZahrani, ASH Group CEO.

The ASH Group will provide comprehensive support for Daisy's product line, including sales, technical assistance, and customer service. Furthermore, their talent, resources, and organizational strength position them to eventually localize manufacturing capabilities, providing robust technical support, and enhancing the ability to meet local demands.

This partnership would not have been made possible without the invaluable support offered by the US Commercial Service, both in the Harrisburg and Saudi Arabia offices. Additionally, Daisy also worked extensively with the Pennsylvania Department of Community and Economic Development and the World Trade Center Harrisburg, who were instrumental in these efforts.

"This collaboration represents a significant step forward in strengthening the economic relationship between the United States and the Kingdom of Saudi Arabia," added Greg Dubin, Executive Vice President of Strategy at Daisy Data Displays. "By combining our proven solutions with The ASH Group's deep market insights and reach, we are poised to deliver unparalleled value and innovation to our customers in the region."

For more information about Daisy Data Displays, please contact Brandi Murray at

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Caption photo:



From left to right: Greg Dubin, Executive Vice President of Strategy at Daisy Data Displays; James Sindle, US Consul General in Dahrhan; Taigo Pio, Business Development Director of The ASH Group; Michael Hadaway, Executive Vice-President of Operations at Daisy Data Displays; and Mohammed Shujaiddin, Senior Commercial Specialist and at the signing ceremony during the Offshore Technology Conference in Houston, Texas in May 2024.

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Daisy Data Displays (Daisy) is a hazardous location and ruggedized industrial computer manufacturer that provides custom solutions for the harshest of situations and environments. Daisy's products are ideal for Oil & Gas Exploration, Military Operations, Flight Simulation, and Pharmaceutical & Food Processing environments.

Founded in 1982, Daisy manufactures Industrial and Hazardous Location PCs, Industrial and Hazardous Location Monitors, Military PCs, Military Monitors, Keyboards, Purge Controls, and Accessories (including touchscreens, KVM extenders, cooling devices, bar code scanners, and conduit seal kits and air connection kits.)