

FOR IMMEDIATE RELEASE

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ROTOCONTROL Grows Sales Organization with Two Appointments

New roles will focus on business development, sales support, and strengthening the agent network in Europe.

LINAU, Germany (September 14, 2017) – ROTOCONTROL has expanded its sales team with two recent appointments of Alexander Siegmund as sales manager and Björn Hansen as sales assistant. The roles have broadened the scope of the ROTOCONTROL sales organization in business development, sales support, and strengthening the agent network in Europe.

With the appointment of sales manager, Alexander brings a strong technology background and entrepreneurial spirit to the role which focuses on supporting current and new business for ROTOCONTROL label inspection, slitter/rewinder finishing machines as well as higher level support to the agent network throughout Europe. Previously as assistant sales manager at ROTOCONTROL, Alexander had since gained further experience as business unit manager with ALTEN Technology and as executive partner with EtikettiX GmbH. Alexander earned a bachelor degree in business management from the West Coast University of Applied Sciences in Heide, Germany.



**Alexander Siegmund,
ROTOCONTROL sales
manager**

As sales assistant, Björn Hansen will support both Alexander and Marco Aengenvoort, managing director of ROTOCONTROL with sales inquiries, quotations, order workflow, and logistics planning. Björn also has a strong technology background from his educational studies in Motor Vehicle Mechatronics in addition to certified programs in sales and employee management. Over the last 5 years, Björn was the leading sales manager and technical director at a premium athletic club.



**Björn Hansen,
ROTOCONTROL sales
assistant**

"In just a few months, both Alexander and Björn have proven very effective in elevating the sales organization at ROTOCONTROL," said Aengenvoort. "This additional support has increased our responsiveness and service to customers, agents and partners and positions as well for future growth."

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"Following our merger with EMT international this past May, leveraging EMT's expertise in manufacturing and assembly production to increase capacity and reduce our order lead time was a key objective. With a large number of parts from EMT's production facility in Green Bay now being sent to our facility in Linau for production, we are well on our way in meeting this goal, which will also contribute to increased sales in Europe," added Aengenvoort.

Alexander and Björn will meet the industry at the upcoming Labelexpo Europe on ROTOCONTROL's stand 7D42.

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About Rotocontrol International GmbH

▶ ROTOCONTROL, a wholly owned subsidiary of EMT International (www.emtinternational.com), designs and manufactures leading-edge finishing machines for label inspection, slitting, rewinding, die cutting, overprinting, digital and booklet printed labels, for converters in the narrow web industry. Available globally, ROTOCONTROL offers machines from smaller basic rewinders to feature-rich, sophisticated models with multiple options featuring S-Drive servo technology enabling maximum web control for the most delicate film and foil materials.

With production facilities, sales, and service in Germany and the USA, ROTOCONTROL maintains the highest level of product quality through ease of use, absolute control and flexibility with a focus on operator safety and efficiency. ROTOCONTROL is the partner of choice in the finishing of label products.

Speed is Nothing without Control.

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