

FOR IMMEDIATE RELEASE

## ROTOCONTROL Expands Representation in Canada

*Francisco Soto, ROTOCONTROL Director of Sales Latin America & Caribbean is now responsible for Canada, bringing 14+ years of experience in finishing machines and strong connection to the printing industry.*

SIEK, Germany (September 28, 2020) – ROTOCONTROL is strengthening local presence of its [range of high-speed label and digital hybrid finishing machines](#) in Canada, with representation now under the responsibility of Francisco Soto.

Earlier this year, Soto was appointed as ROTOCONTROL Director of Sales for Latin America; Florida, USA; & the Caribbean. Soto is a Canadian citizen based out of Ontario, Canada and brings to his role 14+ years of experience in label finishing machines; a degree in Electronics and Engineering Technology; fluency in English & Spanish; and a strong connection to the printing industry from his previous position at Rotoflex as International Sales Manager.

“Since joining ROTOCONTROL in March this year, Francisco has already bolstered his territory with the addition of two agents, Davis Graphics S.A. and GrafiSoft, and is clearly well-connected to the industry with the volume of show visitors to the ROTOCONTROL stand during Label Summit Latin America,” said Marco Aengenvoort, ROTOCONTROL managing director. “With his finishing expertise and proven sales track record, Francisco is the ideal choice to increase presence of the ROTOCONTROL brand among Canadian narrow web printers.”



**Francisco Soto, Director of Sales Latin America; Florida, USA; Canada; and the Caribbean**

“Adding Canada to my responsible territory confirms ROTOCONTROL’s strategic plan to further expand its global presence,” said Soto. “Ontario is an economic engine and represents 40% of Canada’s population, but there is a strong market opportunity across the entire country. I am excited to expand this region and continue growing ROTOCONTROL’s prestigious brand across the Americas!”

### Contact:

Francisco Soto  
ROTOCONTROL Director of Sales Latin America; Florida, USA; Canada; and the Caribbean  
Mobile: +1 416 821 2227  
[f.soto@rotocontrol.com](mailto:f.soto@rotocontrol.com)

### About Rotocontrol International GmbH

ROTOCONTROL, a wholly owned subsidiary of EMT International ([www.emtinternational.com](http://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.

**-more-**

With facilities 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. A large customer support team is based at both facilities providing 24x7 remote service. ROTOCONTROL is the partner of choice in the finishing of label products.

**Meet us at the Finish Line**

[www.rotocontrol.com](http://www.rotocontrol.com)

**Media Contacts:**

Heather Roth | Marketing Communications

+49 (0)4154 –70940-0

[h.roth@rotocontrol.com](mailto:h.roth@rotocontrol.com)

Anthony Driscoll | Marketing/Sales Rep

Rotocontrol/ EMT International

Tel: (630) 390-0363

[adriscoll@emtinternational.com](mailto:adriscoll@emtinternational.com)

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