

Sumitomo (SHI) Demag restructures national sales leadership team in Germany

Schwaig, May 21, 2019 – Sumitomo (SHI) Demag Plastics Machinery GmbH announces a new sales management in Germany, effective since May 1, 2019.

Sumitomo (SHI) Demag strengthens Germany's sales team and announces Armin Distler as director. Supporting him and managing a team of more than 13 sales colleagues are Thomas Dirnberger in South Germany and Stefan Sonnhalter covering the North and West regions.

According to Germany Trade & Invest, the domestic plastics industry counts as one of the country's most important industry sectors. With sales of EUR 92 billion, industrial clusters and a strong investment in R&D, Germany has set a high benchmark for innovation on the world stage. Sumitomo (SHI) Demag is aligning its business to support the entire medical, precision, automotive and packaging value chains.

Explaining the rationale for the new structure, Armin Distler comments: "Innovation underpins the success of the German plastics market. We intend to help customers leverage future innovation opportunities by drawing upon our respected technical application and automation expertise. Our ambition is to work closer with customers to anticipate and map out their future plastic moulding requirements. This proposition and new sales structure symbolises our core advisory strengths."

A strong advocate of integrating service support with application development, Armin has been the Sales Manager for Germany South for over three years. He joined the company in 2006, giving him a deep understanding of customers' evolving requirements. As director, Armin will oversee all sales activities in Germany.

Thomas Dirnberger takes over sales management in Germany South. Thomas, who has strong expertise in automotive, has managed the Stuttgart area for Sumitomo (SHI) Demag since 2004.

Stefan Sonnhalter joins the company to head up sales in North and West Germany. He has more than two decades of experience in sales roles within the plastics sector and brings a fresh perspective to his new appointment.

After more than 15 years at the company, incumbent sales director for Germany, Sebastian Dombos, is leaving by mutual agreement to pursue new opportunities. Thanking Sebastian for his commitment and contribution to the success of the German business, CEO Gerd Liebig comments: "Sebastian has been an excellent steward for the company and has made a lasting impact on Sumitomo (SHI) Demag's image and

strong domestic performance in the German marketplace. We thank him for his dedication and achievements.”

Images



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Left to right: Stefan Sonnhalter (Germany North and West), Armin Distler (Sales Director) and Thomas Dirnberger (Germany South)

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Sumitomo (SHI) Demag Plastics Machinery GmbH

Sumitomo (SHI) Demag has shaped the development of the plastics industry from its very beginning. As a specialist for injection moulding machines for plastics processing, Sumitomo (SHI) Demag and its Japanese parent company are leading the industry.

The global development and production network of Sumitomo Heavy Industries and Sumitomo (SHI) Demag is comprised of four facilities in Japan, Germany and China with more than 3,000 employees. The product portfolio includes all-electric, hydraulic and hybrid injection moulding machines with clamping forces of between 180 and 15.000 kN. With more than 125,000 installed machines, Sumitomo (SHI) Demag is present in important global markets and ranks among the largest manufacturers of injection moulding machines in the world.

At Sumitomo's headquarters in Chiba, Japan, the company manufactures machines with clamping forces in the small to medium range. Nearly 95 % of all delivered machines are equipped with an all-electric drive concept. Sumitomo (SHI) Demag's German facilities in Schwaig and Wiehe produce the Systec Servo range with hybrid drive as well as the EI-Exis SP and Systec SP range of high-speed, high-performance machines. The all-electric IntElect range for international customers is also being produced in Germany.

As early as 1998, Sumitomo (SHI) Demag set up its first production site in Ningbo/China. In 2015, the Chinese subsidiary Demag Plastics Machinery (Ningbo) Co., Ltd. installed a new facility with a 13,000 m² floor space. It is earmarked for the production of the Systec C range with clamping forces of between 500 and 10,000 kN for the Asian market.

In addition to injection moulding machines, Sumitomo (SHI) Demag offers customised and standardised systems for the part handling automation, technical and process solutions for special applications, tailored services and service concepts as well as a range of financial options to support investment in injection moulding machines.

With its comprehensive sales and service network of subsidiaries and agencies, Sumitomo (SHI) Demag is present in all major markets.