

Armin Distler named new Senior Sales Director

Sumitomo (SHI) Demag optimises its sales and strategy structure

Schwaig - February 2022. Sumitomo (SHI) Demag further optimises the company's sales and strategy organisation with the appointment of Armin Distler, who succeeds Siegfried Köhler following his departure at the turn of the year. Effective February 1, 2022, Distler assumes responsibility for global sales as Senior Sales Director.

Reporting to Distler are the respective industry-focused Business Development teams, comprising Automotive, Consumer, Medical and Packaging.

Part of his remit as Senior Sales Director sees Distler taking on the responsibility for digital sales and the operational sales management of the subsidiaries. Consequently, the overarching sales structure now incorporates Paolo Zirondoli, Managing Director of the company's Italian subsidiary, who oversees the Group's sales agencies and the international support office functions. As a member of the Management and Group Board, Distler will undertake additional strategic duties.

For several years Distler has worked in various management positions within the German sales organisation. He is widely regarded as a great advocate for combining application development with service support. Having joined the company in 1999, Distler has a deep understanding of evolving customer requirements.

Previously responsible for sales throughout the German market, Distler confidently passes these duties to his incumbent colleagues Thomas Dirnberger (Southern Germany) and Stefan Sonnhalter (Northern Germany). Both will jointly share the strategic management of the territory. Dirnberger has extensive automotive sector expertise and has been responsible for successfully managing the company's presence around the Stuttgart region since 2004. Sonnhalter has more than two decades of plastic industry sales proficiency.

Images/Captions:



Image: New Senior Sales Director Armin Distler now responsible for Global Sales at Sumitomo (SHI) Demag (LTR Stefan Sonnhalter – Sales Manager Northern Germany, Armin Distler – Senior Sales Director, Thomas Dirnberger – Sales Manager Southern Germany)

Contact

Alexandra Schaper

Marketing Manager

Sumitomo (SHI) Demag

+34 674 365 956

alexandra.schaper@shi-g.com

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 500 kN to 15,000 kN. With more than 154,000 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.