

## Management change at Sumitomo (SHI) Demag Italia

Paolo Zirondoli takes over as managing director from Roberto Sallemi

**Schwaig, July 8, 2020 – With effect from 1 June 2020 Paolo Zirondoli has taken the position of Managing Director at Sumitomo (SHI) Demag Plastics Machinery (Italia) S.r.l. He succeeds Roberto Sallemi, who headed the company since its foundation in 2018.**

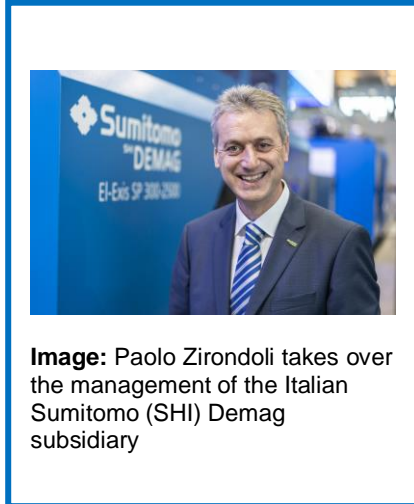
For two years, Roberto Sallemi successfully managed the Italian subsidiary of Sumitomo (SHI) Demag Plastics Machinery GmbH. Sallemi's commitment to the all-electric machine series in Italy made a decisive contribution to the consolidation of the national market presence. In addition, he remains associated with the German-Japanese manufacturer of injection moulding machines: The long-standing owner of the former Sumitomo (SHI) Demag agency Macam Srl. will continue to act as the agency for Sumitomo (SHI) Demag Italia in the regions of Piedmont, Lombardy and Aosta Valley. Sumitomo (SHI) Demag CEO Gerd Liebig thanked Sallemi for his contribution and his full commitment to the global strategy of the Group: "*Our special thanks go to Roberto Sallemi, who fought with great passion for our all-electric machine series. This focus has certainly given us an edge in the Italian market*".

CEO Gerd Liebig welcomes Paolo Zirondoli as Managing Director of Sumitomo (SHI) Demag Plastics Machinery (Italia) S.r.l. Paolo.

*"The Italian market plays an important role for us. To underline this importance, we are sending Paolo Zirondoli, our most experienced salesman, to Italy. His aim is to dovetail the organisation more closely with the central functions in Schwaig. At the same time, he will further expand the strategic focus on our all-electric machine series and align it with the important markets of Packaging and Medical,"* adds Liebig.

Mr. Zirondoli has been working for Sumitomo (SHI) Demag for more than 26 years and during this time has successfully filled the positions of Director International Sales and General Manager Sales. Before moving to Germany in 2015, Zirondoli had already been working in Italy for a long time and knows the local plastics market better than anyone else. He is looking forward to aligning service and application advice even more intensively to the requirements of customers. "*The Italian market is currently facing great challenges due to COVID-19. I feel the need to support my fellow countrymen in this difficult situation and to offer solutions for the plastics industry that are both sustainable and economical,*" says Zirondoli.

## Image



## Notes to the editor

**Press release issued for Sumitomo (SHI) Demag Plastics Machinery GmbH by:**

Ina Falkner	T +49 (0) 9122 183404	E <a href="mailto:falkner@mond-online.com">falkner@mond-online.com</a>
Lucy Benbow	T +44 (0) 7971 987761	E <a href="mailto:lucy.benbow@glohouse.co.uk">lucy.benbow@glohouse.co.uk</a>
Sarah Willington	T +44 (0) 1403 240127	E <a href="mailto:sarah.willington@glohouse.co.uk">sarah.willington@glohouse.co.uk</a>

## Contact

Mariella Meyer, Marketing Planning & Promotion

Sumitomo (SHI) Demag  
+49 911 5061-5005  
[mariella.meyer@shi-g.com](mailto:mariella.meyer@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 180 and 15.000 kN. With more than 145,000 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 m<sup>2</sup> 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.