

PRESS RELEASE

New Sales Manager for Germany at Schmersal

Jörg Kraus to take over responsibility for national sales activities

Wuppertal, 18 July 2023. Jörg Kraus has been announced as the new Sales Manager for Germany within the Schmersal Group. With effect from 1 July 2023, he has been responsible for areas including continued development and implementation of the Group's sales strategy, and sales process optimisation.

Jörg Kraus has comprehensive experience in the sale of technical components and capital goods in complex industries, such as mechanical and plant engineering, metals, technical gases and surface technology. His expertise includes the establishment and management of local sales and service organisations in Germany, Switzerland and Poland as well as the development of new business areas. At Schmersal, he now leads a team of committed sales staff and is also responsible for sales representatives and external service providers.

'Schmersal is one of the recognised market leaders in machine safety,' explains Jörg Kraus. 'As a passionate sales man, I see driving growth in established markets as a challenge. Our goal must be to continue to offer our customers the best products and the best service in the future.'

As a provider of systems and solutions, the Schmersal Group supports its customers in all aspects of machine safety and offers everything from a single source: components and complete systems as well as expertise and advice. In addition, tec.nicum, Schmersal's service division, offers a comprehensive range of safety services.

Printable photo for download:

https://products.schmersal.com/media/images/PHO_PAS_PEO_joerg-kraus_SALL_AINL_V1.jpg

Image caption:

Jörg Kraus has been the Schmersal Group's new Sales Manager for Germany since 1 July 2023.

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About the Schmersal Group

The Schmersal Group is an international market and expertise leader in the challenging field of machine safety. With the world's most comprehensive range of safety switchgear products, the Schmersal Group develops safety systems and solutions for special requirements in a variety of user industries. Schmersal's tec.nicum business division offers a comprehensive service portfolio to complement the range of solutions offered by Schmersal.

Founded in 1945, the company is represented by seven manufacturing sites on three continents with its own companies and sales partners in more than 60 countries. The Schmersal Group employs more than 1900 people worldwide.

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