



Rely on it.

PRESS RELEASE

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RENOLIT at the fensterbau/frontale 2010 (Stand 6-231, Hall 6)

RENOLIT EXTERIOR reorganises its sales team

Separate marketing department has been established

Worms/Nuremberg, 24 March 2010 – As part of the restructuring of **RENOLIT EXTERIOR**, a number of management roles in sales were redefined on 1 April 2010. “We really value our colleagues – what we want to do is use their experience and abilities as effectively as we possibly can. That is why, during restructuring, we put the emphasis on placing every person in an optimum position”, stressed Stefan Friedrich who has led the business unit since January 2009 and who has played a large part in integrating locations and brands.

Three sales managers are now at the head of the sales organisation and handle business worldwide, including recently created Key Account responsibilities: Peter Demmler will handle eastern and south-eastern European countries while Ralph Kleiner is taking on western and southern Europe along with Scandinavia. Kleiner joined the company in January 2010. Before this he was head of technical films at Armstrong DLW in Bietigheim-Bissingen. Mark McDonagh will be responsible for the UK and Ireland, as well as Turkey and its neighbours, whilst Franz-Josef Weber will continue to use his customer contacts, developed over many years, as head of customer service and product management at Worms.

In order to engage with new target customer groups and develop a more intensive media presence, an additional position has been created for marketing in this sector. Sibylle Kahl has taken on this role, using her international sales experience from the past six years at **RENOLIT EXTERIOR**.



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