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PRESS RELEASE

WITTMANN BATTENFELD Sales Organization

WITTMANN BATTENFELD reorganizes its sales network

WITTMANN BATTENFELD has intensified the cooperation between its Sales and Application Engineering departments so that it can offer customized and industry-specific solutions worldwide faster and in a more targeted way than before. To this end, special focal areas of application technology have been defined and appropriate reorganization measures taken.

In fact, six fields have been selected to receive special attention over the next two years, without neglecting other areas where the company has also been active. These six fields are medical technology, micro injection molding, packaging technology, elastomer engineering, multi-component injection molding and light-weight design. Wolfgang Roth, Head of Application Engineering at WITTMANN BATTENFELD, will be in charge of directing the product experts jointly with Valentina Faloci, Head of Sales in Kottlingbrunn. Valentina Faloci is confident that this type of organization will bring the company a major step forward. “We can make use of our specialists’ knowledge and many years of experience to offer our customers expert advice and optimal support in their growth and the further development of their products”, Faloci comments.

In addition to his executive function, Wolfgang Roth is simultaneously the expert responsible for the silicone injection molding sector, i.e. elastomer engineering. Here, WITTMANN BATTENFELD supports its customers in micro injection molding of LSR parts all the way to producing large-volume parts with single- or multi-component technology, and offers them in cooperation with selected partners the necessary technologies for fully automatic production without downstream finishing.

Gerald Plöchl will be responsible for the MEDICAL sector. WITTMANN BATTENFELD has developed a portfolio of machines specially adapted for medical technology, which meets highest standards of safety, clean room compatibility and precision. This range fulfills in every respect the medical sector’s requirement for

complete documentation and traceability of the production process.

Marco Moser is the company's specialist for light-weight technology. With the AIRMOULD® gas injection technology and CELLMOULD® structured foam technology, both developed by WITTMANN BATTENFELD, it is possible to make molded parts with cavities or with a foam structure. Both these technologies can be used to reduce part weights and thus save material costs.

Martin Philipp Pichler is the micro injection molding expert promoting the integration of various different technologies. He develops and improves solutions for micro part applications in the plastics industry. Extremely small plastic parts are frequently produced with injection molding machines which, due to their size, consume too large quantities of resources and energy. Machines not optimized for the production of micro parts have a negative effect on process time, cost and parts quality. The *MicroPower* machines from WITTMANN BATTENFELD as well as their automation and auxiliary components have been specially designed for manufacturing micro parts and consequently offer maximum precision, high quality standards and cost-efficiency for this product range.

Another focal point of application engineering is COMBIMOULD multi-component technology, promoted by Edmund Kirsch. COMBIMOULD technology has proved its effectiveness in low-cost production of robust and at the same time visually attractive parts made of several different plastic materials.

A new focal area is the sector Packaging, Thin-wall and Custom Closures. Richard Schnabel has assumed responsibility for this sector. Schnabel supports processors in this area with a range of sophisticated injection molding technology and turnkey solutions for efficient, clean production of packaging articles of every form, color and size.

Field sales staff in daily contact with customers on site have access to the expertise of the product specialists, too. "We are confident that by this realignment through pooling our technical expertise and long-term experience in the selected focal areas, we will be able to offer our existing and potential customers an even better support than we have done in the past", says Valentina Faloci.



Fig.: Valentina Faloci and Wolfgang Roth see great potential in the new sales structure.

The WITTMANN Group

The WITTMANN Group is a globally leading manufacturer of injection molding machines, robots and auxiliary equipment for processing a great variety of plasticizable materials – both plastic and non-plastic. The group of companies has its headquarters in Vienna, Austria and consists of two main divisions: WITTMANN BATTENFELD and WITTMANN. Following the principles of environmental protection, conservation of resources and circular economy, the WITTMANN Group engages in state-of-the-art process technology for maximum energy efficiency in injection molding, and in processing standard materials and materials with a high content of recyclates and renewable raw materials. The products of the WITTMANN Group are designed for horizontal and vertical integration into a Smart Factory and can be interlinked to form an intelligent production cell.

The companies of the group jointly operate eight production plants in five countries, and the additional sales companies at their 34 different locations are present in all major industrial markets around the world.

WITTMANN BATTENFELD pursues the continued strengthening of its market position as a manufacturer of injection molding machines and supplier of comprehensive modern machine technology in modular design. The product range of WITTMANN includes robots and automation systems, material handling systems, dryers, gravimetric and volumetric blenders, granulators, temperature controllers and chillers. The combination of the individual areas under the umbrella of the WITTMANN Group enables perfect integration – to the advantage of injection molding processors with an increasing demand for seamless interlocking of processing machines, automation and auxiliaries.

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