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Changing of the Guard

Softal Appoints New Sales Director

As of April 2008, Christian Wiesner will join the management team in Hamburg as the new Sales Director. This is the final step to a changing of the guard which Softal started in 2004 by appointing a new management board.

"We are very excited to have Mr. Wiesner on our team. Our new management team has done a great job of streamlining our internal processes over the past four years," says Mr. Philipp Lichtenauer, CEO since 2004. "Introducing the new added value to the market is now Mr. Wiesner's task. While shifting responsibility from one generation to the next, we made sure that existing know-how remained within the company as a foundation upon which we are now developing exciting, innovative projects. This is what we now want our new sales director to communicate to prospective customers all over the world." This challenge he will take over from Karl-Heinz Meyer who will as a well proven member of the management board concentrate on key accounts.

Christian Wiesner, born in 1967, is a graduate engineer who started his career working for Mahlo GmbH & Co. KG, the control systems and automation specialist based in Bavaria; where he moved up through the ranks to become senior sales manager for online control systems, with a special focus on surface coating and treatment processes in the foil and paper industry. Accepting the challenge of becoming Softal's Global Sales Director is the next step in his career. The executive position with responsibility for worldwide sales of an innovative company like SOFTAL is practically tailor-made for him. Says Mr. Wiesner: "I'm looking forward to this challenge! Softal's newly developed Aldyne systems and plasma processes will have a profound effect on our industry. Organizing worldwide sales and creating an effective team for the resulting challenges is an ambitious task. This is a 24/7-job which demands 100% focus and I'm ready to put my shoulder to the task."

"Thus ends the changing of the guard on the management level" says Dr. Philipp Lichtenauer.

"With all the 'young guns' now firmly in the saddle, it is still of great importance to us that the 'old surehands' - the senior executives - remain involved in all business fields". This business

For further information contact presse@softal.de
SOFTAL electronic Erik Blumenfeld GmbH & Co. KG · König-Georg-Stieg 1 · D-21107 Hamburg · Germany



philosophy allows Dr. Peter Palm, the new technical director, to draw on the experience of his predecessor, Eckhard Prinz, who is still active developing new products such as the largest corona system in the world, which was recently shipped to the customer.

Softal has been in the business of developing surface treatment systems for the past 45 years and has sold systems in 50 countries. The manufacturers of semi-finished and finished products in various industrial sectors implement Softal technology to improve efficiency in the automotive industry, the aircraft and aerospace industry, the textile and packaging industry, the production of medical equipment and in the paper industry, to name but a few.