

# ROTHENBERGER - New Local Appointments

ROTHENBERGER ANZ appoints their first Sales and Marketing Director

In April ROTHENBERGER ANZ appointed Trent Carter to the newly created position of Sales and Marketing Director, while long serving marketing coordinator Jimmy Santos has taken on the role of Marketing Manager. "As a leader in product engineering and pipetool innovation we are always looking for ways to refine and improve what we do", explains Oliver Taylor Managing Director ROTHENBERGER ANZ. "These new appointments mean we can better service our local customers as we implement many exciting new projects over the coming years." Trent Carter brings significant industry experience to the team, most recently being the New Zealand National Sales Manager with Heatcraft for 5 years and prior to that with BOC. Trent has great all round experience across sales and key account management in trade markets with market leading brands. Trent has solid technical trade product knowledge across refrigeration and industrial market segments. Jimmy Santos has been with ROTHENBERGER for 4 years and has been an integral part in the successful execution of many large mid-year tool sales and promotions with Reece and Tradelink. Most recently he has been behind the improvements to both ROTHENBERGER & Super Ego catalogues and the implementation of a more focused marketing approach overall. Global Appointments In September last year THE ROTHENBERGER GROUP appointed a new global Chief Operating Officer, Michel Moulin. Michel's primary role will be to drive even greater product and service quality initiatives through the business at every level. ~end~ About ROTHENBERGER ROTHENBERGER has been one of the world's leading manufacturers of innovative, technologically sophisticated pipe tools and pipe machining equipment in sanitary, heating, air conditioning, refrigeration, gas and environmental technologies for more than 60 years. With more than 5,000 items 'Made by ROTHENBERGER', the portfolio includes a complete product range for professional users. ROTHENBERGER regards itself as a partner of specialist retailers for tradespeople and industry. Their own production rate of approx. 60%, and more than 180 patents and trademarks are proof of the innovative strength of the ROTHENBERGER products.

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