HAINBUCH

Press Release

August 20, 2010

HAINBUCH AMERICA under new direction:

Hank Kohl president of the HAINBUCH subsidiary since end of July

MARBACH. With Hank Kohl as the new president HAINBUCH America has an experienced professional on board. The American with German roots has more than 25 years of experience in the machine tool industry. He has worked for American, German, and other European companies, established subsidiaries and positioned the enterprises in the North American market. Gühring, a German tool manufacturer is one example. For HAINBUCH he sees great potential for development of the multitude of Hainbuch Products in North America and this is what he wants to exploit. According to Kohl the products have »depth« and the task at hand is to educate the market aout this »depth« more intensively. This in turn should develop brand awareness in North America. Kohl has ambitious goals, however he also brings along good prerequisites to achieve them.

Photo:

Hank Kohl.jpg:

Hank Kohl, the new president of HAINBUCH America wants to make the company better known in the USA.

PR contact:

Sandra Dobelmann . Marketing

Tel. +49 [0]7144. 907-256

Fax +49 [0]7144. 907-270

sandra.dobelmann@hainbuch.de