

## BRAD ROGERS APPOINTED NEW CEO OF ROBATECH USA

*Robatech, Swiss manufacturer of industrial gluing solutions, has appointed Brad Rogers as new CEO of Robatech USA Inc., as of August 1, 2021. Brad Rogers replaces Deon Strauss, who led Robatech USA during the last three years.*

Brad has a solid technical background and an extensive international experience. Starting as a technician, he quickly moved up into management positions, working for different international employers in sales, business development and marketing. As CEO at Robatech USA Inc., he will strengthen Robatech's sales and service team in the USA to provide the industry with high-quality gluing solutions and outstanding service performance.

"I am proud to be part of Robatech, a company with a great world-wide reputation. Robatech USA Inc. has a strong team that renders excellent services to our customers. My challenge will be to establish Robatech's European company values in the American market in order to deliver perfectly fitting gluing systems to the industry," says Brad Rogers, CEO Robatech USA Inc.

## ROBATECH

Robatech optimizes the industrial hot melt and cold glue application with sustainable and innovative adhesive application systems. Since 1975, Robatech has been developing and producing high-quality control systems, application heads, melters, and dosing systems that make gluing processes more environmentally friendly, safe, and straightforward. The Robatech Group, headquartered in Muri/AG, Switzerland, is represented in more than 80 countries. More than 670 dedicated employees worldwide provide personal and fast customer support in a wide range of industries.

[www.robatech.com](http://www.robatech.com)

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