

July 1st, 2020

London, United Kingdom

For Immediate Release

Shemesh Automation expands UK team with the appointment of Tony Bryant, Sales Director.

Following a period of unprecedented growth globally, Shemesh Automation is responding to increased demand for its industry-leading packaging machinery solutions by expanding its UK team with the appointment of Tony Bryant as Sales Director in the territory.

The UK is already a major stronghold for Shemesh, where it has enjoyed over 7 years of active UK sales and after sales operations, including the establishment of a Marketing, Strategy, Business Development and Finance Headquarters in Berkeley Square, London. With the addition to the local team of Tony Bryant, Shemesh customers both current and future can anticipate a continuation of the highest standards in both delivery and service, for which Shemesh has become known, as well as an increased capacity to respond to today's evolving market.



Shemesh Automation expands UK team

Tony is an industry veteran, bringing with him over 27 years' experience in capital machinery sales. He joins Shemesh from Ilapak where he held the Technical Sales Manager role having previously headed up the EMEA region for Peco-InspX and the UK territory for Loma Systems.

Shai Shemesh, Shemesh Automation's CEO commented:

"Our substantial growth in the UK region over the last 20 years meant that we were fortunate enough to be able to choose from a wealth of top-tier industry talent virtually the second this role became available. With his substantial experience, knowledge and expertise, Tony epitomises everything we look for in a new member of the Shemesh Team. His leadership and customer-first delivery skills, developed in prominent positions at some of the industry's biggest companies, will ensure both current and prospective UK clients will continue to receive best-in-class service. I'm extremely looking forward to seeing yet further growth in the UK with Tony on board"



Tony Bryant, UK Sales Director

Tony Bryant, Sales Director, UK commented: "Having spent over 27 years in the packaging and process equipment industry, I was attracted and excited in the prospect of helping and being part of the committed Shemesh team. My aim is simple, to grow the business in the UK and Ireland and to further establish our presence as the leading supplier in our sector. I am also keen to support our existing customer base wherever required. These are exciting time's for Shemesh Automation, offering a robust & reliable varied product line up and excellence in customer support. I'm very happy to be part of this great team and look forward to speaking to existing and new customers very soon.

ENDS

For more information on Shemesh Automation contact:

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About Shemesh Automation

A family owned and operated business, Shemesh Automation is a global leader in the high-end packaging and assembly machinery and industrial automation appliances manufacturing arena. Currently under second-generation management, Shemesh Automation service and supports over **1400** Shemesh assets in over **30 countries** around the world. It's nonwovens arm, **Shemesh Automation Wet Wipes (www.sawetwipes.com)** is a global pioneer in nonwovens downstream packaging equipment with technology that's defining it at the very forefront of the industry. Shemesh Automation is currently operating daily out of the UK, France, USA and Israel with its own people in these locations and is being represented in **13 countries** in total by other agents and proxies for after sales and support in these locations. "**Let us build your vision**" is not just our slogan. Simply put, this is what we do. Day-in day-out" - **Eli Shemesh, Founder and President.**