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Shemesh strengthens UK team with Richard Aitchison appointment

Shemesh Automation is pleased to announce the appointment of Richard Aitchison as Sales Director, UK & Ireland. Richard, a very hands-on professional with a strong engineering background that started way back in 1988 with GEC Marconi (now BAE), joins Shemesh Automation at an exciting time as the company continues to expand its operations and drive innovation in the packaging machinery industry.

In his new role, Richard will be joining the Shemesh UK team and will take part in sales, service and customer relations activities in the UK and Ireland, and will play a pivotal role in ensuring that Shemesh Automation remains at the forefront of delivering cutting-edge packaging solutions to its customers in these key markets.

The UK is already a major stronghold for Shemesh, where it has enjoyed over 10 years of active UK sales and after-sales operations, including the establishment of a Marketing, Strategy, Business Development and Finance Headquarters in Great Portland Street, London, where the company's president also lives. With the addition to the local team of Richard Aitchison, Shemesh customers both current and future can anticipate improved standards in both delivery and service as well as an increased capacity to respond to today's evolving market.



“We are thrilled to welcome Richard to the Shemesh Automation family,” said Shai Shemesh, President of Shemesh Automation. **“He is very technical and a professional rarely seen in the industry. A market veteran. His extensive experience and leadership will be instrumental in driving the next phase of growth for the company. Richard’s strategic vision and passion for innovation align perfectly with Shemesh Automation’s commitment to providing high-quality, reliable packaging solutions to our customers.”**

Richard brings with him a wealth of expertise with almost 30-years of selling Capital Equipment and with the last 20-years focused in the packaging machinery sector.

“I am excited to join Shemesh Automation and look forward to contributing to the company's continued success,” said Richard Aitchison. “Shemesh has built a strong reputation for offering a robust & reliable varied product line up and excellence in customer support, and I am eager to work with the talented team here to drive the company's vision forward and meet the growing needs of our customers.”

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Available for interview: Shai Shemesh, President – [Shemesh Automation](#)

For media, editorial, & sales enquiries and to arrange interviews please contact:
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About Shemesh Automation:

With over 30 years in the industry, Shemesh Automation is a global leader in the high-end packaging and assembly machinery and industrial automation appliances manufacturing arena. The private equity backed business supports almost 2,000 assets in over 30 countries around the world. Its nonwovens arm, Shemesh Automation Wet Wipes (www.sawetwipes.com) is a global pioneer in nonwovens downstream packaging equipment with cutting-edge technology positioned at the very forefront of the industry.

Shemesh is represented in 13 countries around the world with offices in the US, UK, France and Israel. Its London-based office coordinates global sales and marketing operations and its Israeli office managing research, development and engineering innovation. Shemesh's unique combination of UK customer-centric service with an Israeli high-tech mentality to push the technical boundaries, plus the use of tried & tested parts from German manufacturers has greatly contributed to its success. The US market is served by a 43,055 square-foot office in Green Bay, Wisconsin, home to a Demo Center, 24 Hour Service and Parts Center and a large US installed base of packaging machines.

“We don't see Shemesh as a company that builds just cutting-edge machinery, we want to become your partner of choice for long and successful cooperation. “Let us build your vision” is not just our slogan, simply put, this is what we do, day in and day out!” – Eli Shemesh, Founder.



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