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Shemesh Reinforces U.S. Operations by Appointing Joe Schemenauer as Director of Business Development

Shemesh Automation is pleased to announce the appointment of Joe Schemenauer as Sales Engineer and Director of Business Development – USA, strengthening the company's U.S. team and market presence.

In his new role, Joe will lead business development, sales, and customer relations across the region. With more than 25 years of experience in the packaging machinery sector, he brings extensive expertise in the design and implementation of complete packaging lines for rigid containers. His career includes the successful installation of machinery and turnkey systems across the United States and internationally, serving industries such as food and beverages, chemicals, personal care and cosmetics, nutraceuticals, and pharmaceuticals.

The United States has long been a major stronghold for Shemesh, with decades of active sales and after-sales operations anchored by its Business Development and Finance Headquarters in Green Bay, Wisconsin. Joe's addition to the local team marks a new chapter, ensuring enhanced service standards, faster response times, and greater capacity to meet evolving market demands. Known for his strong engineering mindset and customer-first approach, he focuses on understanding critical challenges packagers face and delivering tailored solutions that create clear, practical paths forward.



«We are thrilled to welcome Joe to the Shemesh Automation family,» said Shai Shemesh, President of Shemesh Automation. «He is a highly technical professional, a true market veteran, and his leadership will be instrumental in driving the next phase of growth for the company. Joe's strategic vision and passion for innovation align perfectly with Shemesh Automation's commitment to delivering high-quality, reliable packaging solutions to our customers.»

«I am excited to join Shemesh Automation and look forward to contributing to the company's continued success,» added Joe Schemenauer. «Shemesh has built a strong reputation for its robust and diverse product portfolio and outstanding customer support. I am eager to collaborate with this talented team to advance the company's vision and meet the growing needs of our U.S. 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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