Press Release futronic GmbH

Wolfram Kohler strengthens sales and technology

His tasks: To develop new products and open up new marketing potentials

*Tettnang, December 05, 2016 – The 40-year old will work directly at the interface between sales and engineering and will thus help to develop new products, open up new tradings and marketing potentials and push strategic cooperations.*

Within the last years futronic has tried intensively orienting their products and services towards the needs and expectations of the customers. Consequently we had to reinforce our sales, and now our new product manager Wolfram Kohler, will deal with this issue with some major tasks ahead.

**Big challenges for the new one**

The 40-year old will work directly at the interface between sales and engineering and will thus help to develop new products, open up new tradings and marketing potentials and push strategic cooperations. It is evident that our new man should be close to the customer with an open ear to customer needs and to sound out suggestions and new ideas for product innovations. He will screen the product folio for new tasks and fields of applications and refine it. Kohler will take over as well the tasks in the document management and the technical editing and is thus closing the gap Thomas Pausch, long-standing Head of Documents Management Department and retired since beginning of this month has left.

**Back to the roots after 20 years in Munich**

Wolfram Kohler originates from Western Allgäu. He studied in Munich Economic Geography with focus on geographic information systems. He had worked with the ADAC, where the emphasis was in traffic technology and later in the product planning with Alpine Electronics, manufacturer of navigation systems, a start into the world of electronic. When he decided to leave the Bavarian Capital after 20 years and to go back to his homeland he made his way to futronic.

Information: [www.futronic.de](http://www.futronic.de/)

Image: WolframKohler.jpg

Capture: Big challenges for the new one: Wolfram Kohler will work directly at the interface between sales and engineering. (Photo: futronic/Lisa Berger)

**About futronic**

futronic GmbH is one of the world's top suppliers in the field of complex automation solutions for plant and equipment manufacturers in the glass production industry. The company has grown considerably in recent years: a team of 70 staff currently support around 1050 installations worldwide. Among the customers of its Industrial Automation division are numerous top-flight enterprises like Zeppelin Systems, Liebherr, KTW K. Weißhaupt and ZF Friedrichshafen. futronic, established in 1972, is a Jetter AG company. Managing Directors are Michael Preuß and Wolfgang Lachmann.

**Contacts for editorial queries**

futronic GmbH, Michael Preuß, Phone +49 7542 5307-30, Mail [michael.preuss@futronic.de](mailto:michael.preuss@futronic.de?subject=Press%20release%20%E2%80%93%20futronic%E2%80%98s%20Wolfgang%20Lachmann%20celebrates%2025%20years%20at%20the%20company)

kius kommunikation, René Kius, Mobile +49 171 1915263; Mail [rene.kius@kius-kommunikation.de](mailto:rene.kius@kius-kommunikation.de?subject=Press%20release%20%E2%80%93%20futronic%E2%80%98s%20Wolfgang%20Lachmann%20celebrates%2025%20years%20at%20the%20company)