

Press release
2013-08-08

New Canadian Regional Sales Manager for FOBA

Selmsdorf/Boxborough, August 2013 – FOBA, a leading manufacturer of systems and integrated solutions for laser marking and engraving, is pleased to announce the appointment of Shawn Hyatt as Canadian Regional Sales Manager.

Mr. Hyatt has a wealth of industrial laser experience with particular emphasis in the laser marking and engraving marketplace. He has previously held positions in sales at Telesis and Technifor.

Over the course of his more than 15 year career with laser marking systems, Mr. Hyatt has compiled extensive knowledge of marking requirements and their optimal solutions. He has been involved in variety of industries including Automotive, Electronics, Semiconductor, Medical Technology, and Mold Making as well as the various general metal and non-metal manufacturing sectors.

In his role as Canadian Regional Sales Manager, Mr. Hyatt has responsibility for managing the direct sales and distribution channels for FOBA products in Canada.

“The combination of Shawn’s extensive application and customer experience is a terrific asset for FOBA’s operation in Canada”, states Brian Hilliker, Sales Manager Americas at FOBA. “He is a significant addition to our team and will help drive further success for FOBA in 2013 and beyond.”

“I am very excited to be joining such an experienced global provider of laser marking solutions” comments Shawn Hyatt. “With FOBA’s high quality, superb performing and wide ranging product line coupled with its commitment toward customer satisfaction, it will be a pleasure introducing new customers to the FOBA family.”

ALLTEC GmbH
An der Trave 27-31
23923 Selmsdorf
Germany
T +49 38823 55-0
F +49 38823 55-222
info@fobalaser.com
www.fobalaser.com

Contacts
Dana Francksen
Manager Marketing Communications
T +49 38823 55-240
dfrancksen@foba.de

Anja Weich
Marketing Communications
T +49 38823 55-393
aweich@foba.de

For additional information and to forward reader responses please contact:

Anja Weich | Marketing Communications
ALLTEC GmbH | An der Trave 27 – 31 | 23923 Selmsdorf/ Germany
Tel.: +49-(0)38823 55-393 | Fax: +49-(0)38823 55-222
aweich@foba.de | www.foba.de | www.fobalaser.com

About FOBA www.fobalaser.com

FOBA Laser Marking + Engraving is among the leaders in manufacturing and supplying precision laser systems for marking and engraving. FOBA marking lasers mark a variety of materials and parts not least in the key markets of Electronics, Automotive, Plastics, Medical, Safety and ID. FOBA laser engraving machines are especially applied in the fields of Tool, Metal and Mold Making, Medical Technology, Jewelry and Coinage. Worldwide sales and service branches service the most important markets. In September 2009, FOBA has become part of ALLTEC GmbH. Since then, FOBA is part of ALLTEC as a sales channel for laser part marking and engraving.