



NEWS RELEASE

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For immediate release

Wesley Kraemer promoted to Continental regional manager

Oshkosh, Wis.—Continental Girbau Inc. (Continental) recently promoted Wesley Kraemer, of Ripon, Wis., to regional sales manager – Central U.S.

Kraemer joined Continental in 2010 as a management trainee – a role in which he fielded customer and distributor calls, gained product knowledge, honed communication skills, and handled lead follow-up and qualification. In his new role, he will manage Continental distributor sales and national accounts within the Central U.S.

“When he was hired four years ago, Wes took on a newly created position at Continental, in which he was responsible for inside sales and customer support,” said Joel Jorgensen, Continental vice president of sales and customer services. “He quickly proved himself as resourceful, smart and hardworking. Wes successfully developed his position/role into one that is highly valued by the company and its distributors. Now, he’s taking his resourcefulness, skills and knowledge into a regional manager position where he’ll work to grow our brands – Continental, Girbau Industrial and OnePress – alongside distributors within his territory.”

Kraemer looks forward to working closely with, and learning from, Continental distributors, he said. “Some distributors have been in the industry for 20 or 30 years. Each one has different and effective selling concepts and skills,” said Kraemer. “I’m excited to learn from them and to also share my knowledge related to competition, products, technologies and markets.”

Kraemer holds a bachelor’s degree in business administration from Ripon College, in Ripon, Wis.

To find out more about Continental, visit www.continentalgirbau.com or call 800-256-1073.

Continental Girbau Inc. is the largest of 15 subsidiaries of the Girbau Group, based in Vic, Spain. Girbau laundry products – marketed throughout 90 countries worldwide – meet rigorous environmental and safety standards established by the International Organization for Standardization (ISO). Girbau S.A. holds both ISO9001 and ISO14001 certifications. Ever focused on laundry efficiency, Continental Girbau is a member of the U.S. Green Building Council (USGB), a 501(c)(3) nonprofit that developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.

