

## Press Release

### New leadership at Baumer hhs in France and North Africa

**Krefeld, 18 July 2022** – As of 1 August 2022, Mehdi Mezni (36) will be replacing Jean-Marie Schmidt as general manager of Baumer hhs Sarl in Civrieux, near Lyon, which supports customers in both France and North Africa. Mr. Mezni originally joined Baumer hhs Sarl in early 2019, after having previously worked for eight years in B2B sales and business development. He received his bachelor's degree in industrial chemistry in 2011, followed by master's degrees in engineering and business (sales and project management) in 2015.

Mr. Mezni says one of his primary objectives is to further intensify the very close ties that Baumer hhs traditionally cultivates with its customers: "Our company has a reputation in the market for adhering closely to the specific needs of customers in the various geographical regions of the world. This approach is rapidly gaining significance in view of the fundamental changes taking place in the global industry, particularly digitalization and the networking of production processes. In the packaging industry, product and process sustainability as well as the buzzword "zero defect production" are additional trends of growing importance. More than ever, our customers need know that Baumer hhs is the right strategic partner for the long term, based on its expert staff, innovative solutions for industrial gluing and quality assurance, as well as its services. In this context, my aim is to effect a seamless transition and move forward with the same commitment as my predecessor, Jean-Marie Schmidt".

Mr. Schmidt assumed management of Baumer hhs Sarl back in 2006 when it first opened its doors. Today the company has seven employees and is established in France and the North African markets as a reliable partner. He is leaving Baumer hhs to tackle new challenges in the years to come.

"We are very pleased to be handing over leadership of our company in France and North Africa to such an experienced management professional like Mehdi Mezni, who is passionate about B2B sales and business development. Mr. Mezni is also very familiar with the needs of markets in France and North Africa. We would like to wish Jean-Marie Schmidt all the best for his future career and thank him for his successful work for our company", says Baumer hhs General Manager Percy Dengler.



New leadership at Baumer hhs for France and North Africa: As of 1 August 2022, Mehdi Mezni (36) will be taking over general management of Baumer hhs Sarl in Civrieux, near Lyon.

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**Baumer hhs GmbH**

Baumer hhs GmbH, Krefeld/Germany, is a leading, internationally operating manufacturer of industrial gluing systems in conjunction with quality assurance and camera verification systems. Baumer hhs offers its customers a carefully coordinated portfolio of solutions for a host of different demands on cold glue and hot melt application in automated production environments, including application heads, pumps, pressure vessels, control and monitoring systems. The portfolio is rounded off by a comprehensive range of services, from consulting and the testing of innovative applications at the hhs solution centre in Krefeld, all the way to every form of after-sales service.

Solutions from Baumer hhs are used in the folding carton and corrugated board industry, in print finishing, special-purpose machines and many other applications.

For more information on the Baumer hhs company, its products and its services, go to: [www.baumerhhs.com](http://www.baumerhhs.com).