

## ***New CEO spearheads Newtec Group restructure***

Following the recent retirement of chairman Jean-Bernard Ihler, the leading Rousset, France, headquartered end-of-line packaging specialist Newtec Group has promoted Didier Pradeilles to the position of chief executive officer. In the aftermath of the economic downturn, which in 2009 caused sales to decline by 20% to €53M compared to the previous year, Pradeilles



has instigated a corporate strategy which focuses on the group's core competence in palletising both sacks and unit loads, while at the same time expanding its global reach. Production now takes place at three dedicated and specialised competence centres. The Saint Laurent sur Sèvre, France, site (formerly newtec case palletizing) becomes the palletising centre for unit loads. Mulhouse, France, (formerly newtec bag palletizing) becomes the palletising centre for sacks, while Oudenaarde, Belgium (formerly newtec alvey and newtec handling systems) becomes the centre for logistics and distribution equipment.

[www.newtec-group.com](http://www.newtec-group.com)

***Didier Pradeilles***