

**FOR IMMEDIATE RELEASE**

For additional information, please contact:  
Sarah Guptill, *Marketing Coordinator*  
[sarah.guptill@accraply.com](mailto:sarah.guptill@accraply.com)

3580 Holly Lane North  
Plymouth, MN 55447-1269 USA

**t.** +1 (763) 557-1313  
**f.** +1 (763) 519-9656  
**accraply.com**

## Accraply names Jeff Strobach as VP of Sales and Marketing



*Jeff Strobach joins Accraply as the Vice President of Sales and Marketing.*

MINNEAPOLIS — July 26, 2017 — Séamus Lafferty, President of Accraply, is pleased to announce that Jeff Strobach has been appointed to Vice President of Sales and Marketing. Accraply, part of Barry-Wehmiller, is a leader in the design, manufacture and support of automated label-application systems, as well as converting and finishing equipment, for the shrink sleeve and flexible-packaging markets.

“Jeff’s proven sales leadership, business development and strategic marketing skills—as well as his extensive knowledge of international markets—will serve both our customers and Accraply well as we continue to expand our labeling and converting equipment footprint globally,” said Lafferty. “His deep knowledge of BW Packaging Solutions, his broad knowledge of the global packaging market and his total alignment to our people-centric culture make him an ideal addition to our executive leadership team.”

In this role, Strobach will provide leadership for all sales team activities, as well as the global marketing and business development teams.

“The breadth of Accraply’s technology, our reach in the market and recent new product development position us to make an evolutionary step in our journey. I am excited to partner with the talented team to deliver leading-edge technology and innovative solutions to existing and new customers around the world,” Strobach commented.

Strobach joins Accraply from Barry-Wehmiller, where he was Director of Strategic Market Initiatives. He began his career selling packaging consumables and machinery at a small distributorship in St. Louis before moving to the lighting division of Koller Enterprises, also in St. Louis. At Koller, Strobach was Director of International Sales and Business Development, and was responsible for sales, marketing and distribution strategies for Canada, Latin America and the Caribbean. Prior to joining Barry-Wehmiller, he was Global Business Development Director at Duke Manufacturing, a manufacturer of commercial food service equipment.

Accraply is one of a number of Barry-Wehmiller businesses represented in [BW Packaging Solutions](#). Through their diverse capabilities, these companies collectively provide everything from a single piece of equipment to fully integrated, tailor-made packaging line solutions for a wide range of industries, including: food and beverage, personal care, container manufacturing, pharmaceutical and medical devices, household products, paper products and textiles, industrial and automotive, and converting, printing and publishing.

### ABOUT ACCRAPLY, INC.

Comprised of the Accraply, Graham | Sleevit, Harland, Stanford and Trine brands, Accraply unites some of the most trusted names in product decoration and material converting. Known for our cutting-edge technology and innovative custom-engineered designs, Accraply has been credited with many industry firsts and advances in application and converting technologies. Accraply, part of Barry-Wehmiller, is a worldwide leader in the design, manufacture and support of pressure-sensitive (self-adhesive), roll-fed and shrink sleeve label application systems, as well as converting and finishing equipment, for the shrink sleeve and flexible-packaging markets. For more, go to [accraply.com](http://accraply.com).

### ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting and paper converting industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$2.8 billion organization with 11,000-plus team members united by a common belief: to use the power of business to build a better world. CEO Bob Chapman shares the story of the company’s transformation in his new book, [Everybody Matters: The Extraordinary Power of Caring for Your People Like Family](#). To learn more, go to [barrywehmiller.com](http://barrywehmiller.com).