

## FOR IMMEDIATE RELEASE

For additional information, please contact:  
Lacy Cooper, *Global Marketing Team Leader*  
[lacy.cooper@hayssen.com](mailto:lacy.cooper@hayssen.com)

225 Spartangreen Blvd.  
Duncan, SC 29334 USA

**t.** +1 (864) 486-4000  
**f.** +1 (864) 486-4333  
[hayssen.com](http://hayssen.com)

# Hayssen welcomes Dan Irod as Business Development Director

## *New leader will grow flexible packager's presence in Central and Eastern Europe (CEE), Commonwealth of Independent States (CIS) and Russia*



*Dan Irod joins Hayssen Flexible Systems.*

NOTTINGHAM, England — March 13, 2017 — Dan Irod has been appointed to Business Development Director, Central and Eastern Europe (CEE), Commonwealth of Independent States (CIS) and Russia, for Barry-Wehmiller's Hayssen Flexible Systems, a form-fill-seal technologies and services provider. In this newly created role, Irod will be responsible for developing new sales channels and supporting customers in these markets. He will be based out of Romania.

"Dan's appointment is another exciting step in the growth of our business," said Dan Minor, Vice President of Sales and Marketing for Hayssen. "We are dedicated to building lasting relationships and giving our customers outstanding support on a global level. Dan's appointment to our team helps us achieve this. I am looking forward to working with him and am excited about the value he will offer our customers."

Irod brings performance-focused expertise and creative problem-solving skills in both sales and production environments to this role. An experienced leader, Irod will focus on cultivating relationships and developing major accounts in new territories and start-up environments for Hayssen, one of a number of Barry-Wehmiller businesses represented in [BW Packaging Solutions](#).

Through their diverse capabilities, the BW Packaging Solutions companies can 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 HAYSSEN FLEXIBLE SYSTEMS

Hayssen Flexible Systems is a global manufacturer of flexible packaging systems that fill and bag thousands of food products, including candy, coffee, frozen food, cheese, produce, snacks, bakery and pet food, as well as a wide range of non-food products. Our packaging systems are designed and manufactured to maximize the efficiency and lifetime value of our customers' packaging lines. For more information about Hayssen Flexible Systems, which is part of the Barry-Wehmiller family, go to [hayssen.com](http://hayssen.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 \$2.5 billion organization with more than 11,000 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).