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PCMC announces Ernesto Cuellar as sales engineer for Latin America



Green Bay, Wis. — May 17, 2016 — Paper Converting Machine Company, a leading supplier of high-performance converting machinery for the global tissue, nonwovens, package printing and envelope manufacturing industries, is pleased to announce Ernesto Cuellar has accepted the position of sales engineer for Latin America. In his new role, Ernesto will be responsible for the sale of PCMC's printing, coating and laminating product lines.

Ernesto began his career with PCMC in 2012 as a field service leader for Latin America and the U.S. and Canada West territories. In 2014, he joined the aftermarket sales team as a modification business analyst where he was responsible for the CAMO and PLIP programs.

Ernesto received his bachelor's degree in mechatronic engineering with a minor in business model innovation from ITESM in Guadalajara, Mexico.

"I'm excited to have Ernesto on our team," said Rich Rogals, director of sales. "His product expertise, demonstrated success and knowledge of the Latin America territory are a perfect blend to strengthen our sales team as we enter a new market."

Ernesto will join the sales team effective May 23, 2016 and will operate from the company's headquarters in Green Bay, Wis.

ABOUT PAPER CONVERTING MACHINE COMPANY (PCMC)

Paper Converting Machine Company (PCMC) specializes in the design and manufacture of high-performance converting machinery for the global tissue, nonwovens, package printing and envelope manufacturing industries. Its comprehensive product offering includes rewinding, laminating, printing, embossing, perforating and packaging equipment for tissue and towels; folding and converting machines; and a complete range of flexographic printing presses serving the flexible packaging, prime label and carton converting industries.

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+ 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.