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## PCMC announces Rodney Pennings to become Sales Director for flexographic printing

*His experience and his passion for printing, coating and laminating products will benefit customers*



*Rodney Pennings has accepted the position of Printing, Coating and Laminating Sales Director for Paper Converting Machine Company.*

GREEN BAY, Wis. — July 31, 2017 — Paper Converting Machine Company (PCMC)—a division of Barry-Wehmiller and a leading supplier of high-performance converting machinery for the tissue, nonwovens and package-printing industries worldwide—is pleased to announce that Rodney Pennings has accepted the position of Printing, Coating and Laminating Sales Director.

In this role, he will lead PCMC's printing, coating and laminating (PCL) sales team, and all associated sales and marketing activities. He also will help direct the product line's strategy and market plans.

Pennings joined PCMC 21 years ago and most recently served as a Value Stream Leader for the PCL team. In that role, he led significant advances in the company's PCL product developments, most notably with the Fusion, FusionMAX, Fusion C and ELS-Max machines.

"Rodney's demonstrated, highly respected leadership skills, and his passion for our PCL product line and the overall success of our customers, make him an exciting addition to our sales leadership team," said Mark Zastrow, Vice President of Sales and Marketing at PCMC. "His strong partnerships with PCMC's previous PCL sales directors provide a great knowledge base for him as he takes on this new role as the PCL commercial leader."

Pennings will operate from PCMC's headquarters in Green Bay.

### ABOUT PAPER CONVERTING MACHINE COMPANY (PCMC)

Paper Converting Machine Company (PCMC) specializes in the design and manufacture of high-performance converting machinery for the tissue, nonwovens and package-printing industries worldwide. Our comprehensive product offerings include 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. For more about PCMC, which is part of Barry-Wehmiller, go to [pcmc.com](http://pcmc.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 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).