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PCMC welcomes Gino Santi to North American-based sales team

Santi primarily will focus on serving independent tissue converters



Gino Santi joins PCMC as Global Sales Executive.

GREEN BAY, Wis. — June 20, 2017 — Paper Converting Machine Company (PCMC)—a division of Barry-Wehmiller and a leading supplier of high-performance converting machinery for the global tissue, nonwovens and package-printing industries—is pleased to announce that Gino Santi has joined the company’s North American-based team from PCMC Italia, its operations in Lucca, Italy.

In his new role as Global Sales Executive, Santi will serve PCMC’s tissue customers throughout North America, primarily focusing on independent tissue converters. As these customers continue to battle the ever-growing complexities of competing globally, Santi’s years of international experience will offer them an all-inclusive view of the industry and provide them with the unique solutions necessary to stand out in the market today.

Santi joined PCMC Italia in 2010, and as a sales executive, he focused on the business development of the Middle and Far East tissue market.

“Gino’s enthusiasm and passion for PCMC, customer service and the tissue industry as a whole will bring a new dimension to how we serve our customers,” said Jason Hilsberg, Sales Director of Tissue Converting for PCMC. “With his significant international experience, Gino will further connect our Italian- and North American-based teams, allowing us to provide truly unique global solutions.”

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.

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.