

Mitsubishi Electric Europe appoints Director for Food & Beverage and Consumer Packaged Goods sector

Ratingen, Germany 6.1.2016

Malte Schlüter has been appointed as Director for Food & Beverage and Consumer Packaged Goods (CPG) of the Factory Automation - European Business Group at Mitsubishi Electric Europe. His role is to be multifaceted and includes taking care of global customers in this fast moving, highly competitive and demanding sector and supporting the regional sales team within their key account business.

His role will also incorporate analysing emerging trends and markets within the industry such as software and networking convergence and the growing integration of robotics to extend automated production lines, then developing strategies to address them. This work, combined with past experience will lead to supporting customers with the most efficient automation solutions based on Mitsubishi Electric systems. The aim is to increase productivity, volumes and flexibility, while supporting the customer to reach and keep their market leading position.

Most of Mr. Schlüter's career has been in the food, beverage and consumer packaged goods automation sector working with well-known automation and motion control companies in technical, business development and management roles. During his time as a research and development engineer he worked on automation projects for a prepress, print and packaging machine supplier, where he gained extensive and valuable technical knowledge.

Speaking about his appointment, Mr. Schlüter said "In my opinion

Mitsubishi Electric is at the forefront of technical developments in automation, particularly in the integration of various technologies into seamless and efficient systems. Its reputation in the food & beverage and consumer packaged goods sector is excellent for both technical achievement, reliability and ease of use, and that fills me with confidence going into my new role with the company.”

Welcoming him to the position, Hartmut Pütz, President of Mitsubishi Electric’s Factory Automation – European Business Group, commented “Companies in these industry sectors vary hugely between operating very traditional processes to being highly automated, so there is scope for us to make positive changes and help drive development for all types of business. This means Mr. Schlüter has a great opportunity and we will be supporting him all the way.”

Note:

¹ See how Mitsubishi Electric is able to respond to today’s automation demands:

eu3a.mitsubishielectric.com/fa/en/solutions

Feldfunktion geändert

Image caption:



Picture 1: Malte Schlüter has been appointed as Director for Food & Beverage and Consumer Packaged Goods at Mitsubishi Electric Europe, Factory Automation – European Business Group.

[Source: Mitsubishi Electric Europe B.V.]

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Note to Editor: if you would like the text in another language please contact Philip Howe at DMA Europa – philip@dmaeuropa.com.

About Mitsubishi Electric

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 129.000 employees the company recorded consolidated group sales of 36,0 billion US Dollar* in the fiscal year ended March 31, 2015.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

**Exchange rate 120 Yen = 1 US Dollar, Stand 31.3.2015 (Source: Tokyo Foreign Exchange Market)*

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