

Presseinformation

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A New Man for Italy

The Hönle Group intensifies their sales activities in Italy by installing an experienced sales representative

At the beginning of January 2011 Carlo Nicora has taken over the responsibility of the distribution of innovative UV curing systems and equipment by Hönle as well as of high-tech adhesives by the Hönle subsidiary Panacol in Italy. "I am really excited about my new activities for the Hönle Group. Especially as I can optimally contribute all the experience I have gained during the recent years to my new job.", so Carlo Nicora about his new field of activity.

The experienced sales man started his career in 1989 working for a small Italian company as a sales engineer, selling chemical specialties for electronic industries and high value process equipment.

From 2001 on, Nicora was able to increase its experience distributing high performance specialty materials and UV equipment, working for an Italian stock company European master distributor of international chemical corporations. Thus, Carlo Nicora is used to assert himself very successively in an highly dynamic and competitive market. With him the Hönle Group has won the perfect sales man who aims to make the

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Groups's great products and their unique system competence even more known throughout Italy. Or as Nicora puts it: „There is no reason at all, why I should not be succesful.“

About the Hönle Group: In addition to the original parent company, UV systems specialist Dr. Hönle AG, the Hönle Group also comprises of the UV dryer specialists PrintConcept (web offset printing) and Eltosch (sheet feed offset printing). Further subsidiaries are Aladin GmbH (UV lamps), UV-Technik Speziallampen GmbH (UV/IR lamps) and the adhesive specialist Panacol. The German based Hönle Group has local subsidiaries in France, Spain, United Kingdom and the USA, a sales office in China and a representative office in Italy. The Hönle Group also has an extensive worldwide network of experienced sales and service partners.