**FOR IMMEDIATE RELEASE**

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**PCMC welcomes Gino Santi to North American-based sales team**

**Green Bay, Wis****. – June xx, 2017** – Paper Converting Machine Company (PCMC), a leading supplier of high-performance converting machinery for the global tissue, nonwovens, and package printing industries, is pleased to announce Gino Santi has joined the company’s North American-based operations from PCMC Italia, its operations in Lucca, Italy.

In his role as Global Sales Executive, he 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 the unique solutions necessary to stand out in the market today.

Santi joined PCMC Italia in 2010, where he covered the position as Sales Executive focusing 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. “Having significant international experience, Gino will further connect our Italian and North American sales 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 global tissue, nonwovens, and package printing 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 8,000-plus team members united by a common belief:  to use the power of business to build a better world. To see how, go to [barry-wehmiller.com](http://www.barrywehmiller.com/home)