

Press release Etiketten CARINI GmbH
Lustenau, 6 March 2018

Commercial Director takes over the management of Etiketten CARINI

Lustenau, 6 March 2018 – **Having played a decisive role in shaping the CARINI company for 13 years as its Commercial Director, on 1 March Edgar Sohm became the chairman of the management board and was also appointed as the Sales Director of the renowned European label manufacturer based in Lustenau.**

“In view of the dynamic development of our company and the market, we set the right course many years ago to be able to respond to these challenges in the best possible way at the management level as well,” says Thomas Sohm, the former chairman of the CARINI management board. “That’s why we’ve purposely reassigned duties, responsibilities and authorities to ensure that we can continue to make the most of new opportunities in future.”

As a result of this restructuring, Edgar Sohm has now taken over the management of Etiketten CARINI GmbH, whilst also becoming the Sales Director. Edgar has been an important pillar in the company for over 25 years. Over the past 13 years, he’s played a decisive role in shaping the successful development of the company as its Commercial Director. With immediate effect, his brother Thomas will be playing a much bigger part in the technical management of the company with his in-depth knowledge and many years of experience.

“The short chains of command resulting from this will further increase our flexibility when it comes to individual customer requirements, making a significant contribution towards the continued success of the company as a result,” says Thomas Sohm. “I’d also like to take this opportunity to thank our customers and partners for their trust. I look forward to the continuation of our partnership and am certain that we have taken yet another big step towards achieving our stated aim as a result of this reorganisation. After all, our aim is that CARINI will be one of the most successful label manufacturers in Europe by 2025.”

Further information: www.carini.at

Images:

CARINI logo

Photo of Etiketten CARINI management (from left to right: Edgar Sohm (Managing Director/CEO), Thomas Sohm (Managing Partner), Andrea Sohm (Managing Director))

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