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New Sales Director for the Germany, Austria, Switzerland and Hungary Region

On 1st November 2021, MAPAL welcomed a new Director of Sales in the Germany, Austria, Switzerland and Hungary region. Frank Stäbler (44) takes over the position of Siegfried Wendel, who managed the region for 13 years and is now responsible for Global Sales in his new role as CSO.

Frank Stäbler joined the company in 2003. For many years, the machine engineer has held positions with various responsibilities within the MAPAL Group. He worked at the site in China for three years. Most recently, he led an international team of specialists as the Global Head of Tool Management and Services and successfully advanced the international implementation and development of a web-based tool management 4.0 system.

Frank Stäbler is excited about the new challenge that awaits him as Sales Director for Germany, Austria, Switzerland and Hungary. He can now bring his many years of experience to the role: "A focus of my work will be expanding our market presence in Germany, Austria, Switzerland and Hungary." He also plans to organise customer service and customer support in a more digital way in order to be more in line with the future as well as the customer needs.

Caption

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Frank Stähler, Sales Director for Germany, Austria, Switzerland and Hungary at
MAPAL Dr. Kress KG ©MAPAL

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Short profile of MAPAL Dr. Kress KG:

MAPAL tools for the customer's success

MAPAL Präzisionswerkzeuge Dr. Kress KG is one of the leading international suppliers of precision tools for the machining of practically all workpiece materials. The company founded in 1950 supplies leading customers, particularly from the automotive and aerospace industry and from machine and plant engineering. With its innovations, the family-owned company sets trends and standards in manufacturing and machining technology. MAPAL sees itself as a technology partner, supporting its customers with the development of efficient and resource-conserving machining processes using individual tool concepts. The company is represented with production facilities, sales subsidiaries and representatives in 44 countries. The MAPAL Group has 5,000 employees, and a sales volume of 460 million EUR was generated in 2020.