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POLAR Group bundles energies in sales

The POLAR Group in Hofheim near Frankfurt intends to strengthen its two brands POLAR and DIENST. Markus Judel will take over the management of Polar-Mohr's international sales in addition to his existing business development responsibilities.

Markus Judel, 55, has been appointed Head of Business Development and Sales at Polar-Mohr. In merging the divisions, the interlocking of promising developments for customers will become even closer and the POLAR Group will be able to strengthen its technology leadership.

"Our biggest goal is holistic process optimization - from the printed sheet to the finished shipping unit. For the greatest possible customer benefit, we focus on an optimal compatibility of quality and speed," says Markus Judel. Based on his relevant knowledge of the global print finishing market, Judel, who has been with the company since 1989, also intends to expand communication with customers.

Polar-Mohr has been the world market leader for cutting machines in print finishing for decades, while DIENST has become the world market leader for packaging machines for frozen pizzas. In close exchange with customers, the sales management teams are working together to find solutions to the difficult supply situation caused by delivery bottlenecks for individual components. Above all, the now separate sales divisions are concentrating on new automated total solutions using intelligent technologies. These innovative and customized solutions, which are close to market maturity, will enable customers to significantly increase their productivity.

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