

MARANGONI STRENGTHENS ITS SERVICE AND SALES DEVELOPMENT TEAM

Marangoni Retreading Systems is pleased to announce that Jan-Olof Svensson has joined its sales and support team for European retreaders, in the role of Area Sales Manager for the Swedish, Danish and Norwegian markets.

The Scandinavian area is ranked second, following Germany, in the cold retreading segment in Europe, and due to its geographic proximity and complete winter range available, is managed by our Marangoni Retreading Systems Deutschland subsidiary, located in Hamburg.

The Marangoni Group has a market share of over 25% in the precured retreading segment in Scandinavia.

Jan-Olof Svensson, 54, started his career at Michelin Sweden, later moving to Franska Däckimporten AB, an importer of Klebér and Ohtsu Tyres in Sweden, where he worked as Sales Manager, while for the last 15 years he has held the role of Sales Development Manager Sweden at Bandag.

“Jan-Olof’s professional experience in the sale of truck tyres and his in-depth knowledge of the sector and the Nordic market will certainly help us develop our position and our Ringtread system in this important region”, stated Giuseppe Ferrari, Marangoni Retreading Systems CEO, when introducing Jan-Olof to the sales team.

“I am very happy to have accepted this opportunity offered by the Marangoni Group at this stage of my professional life”, Svensson commented, “and I hope to be able to help the company develop even further in an area I know very well”.

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