

Media Release

Dynamism at ProXES

Growth strategy with a focus on USA and China – profiteer from vegan boom – streamlining of the portfolio – new management team and CEO

Hamburg/Rheinfelden, 18 October 2021 – Under the leadership of new CEO Marc Setzen, ProXES GmbH, a global market leader in process technology for the food sector, has begun on a committed growth path. It is fundamentally built on a sharper focus and internationalisation of the company.

New growth drivers, investments for capacity expansion

ProXES is confident about its future business potential. Currently, around 65% of sales are generated in the EMEA and DACH regions. ProXES has now outlined a set of initiatives aimed at boosting business in the United States and China. Investments in sales channels and extra technical know-how in these areas are part of this strategy. Furthermore, ProXES intends to increase sales of complete intelligent solutions derived from the product portfolios of the numerous ProXES brands.

Alternative proteins are likewise a constantly expanding niche. These are fast gaining traction due to the veganism movement and increased awareness of health and environmental issues. ProXES has a variety of appropriate machines for such applications that are already in use by many food manufacturers. ProXES intends to make more investments in this area to increase its development capabilities.

In the course of this targeted growth, the organisation will be structurally strengthened. ProXES strives to enhance its worldwide presence and the expertise of its personnel in areas such as the United States and China. The company currently employs around 450 people at a total of eight locations, the largest being those in Hameln/GER (Stephan Machinery GmbH) and Rheinfelden/CH (FrymaKoruma AG).

Marc Setzen, CEO of ProXES, comments: "We have ambitious goals and a clear plan for the coming years. Because of our emphasis and worldwide orientation, we have witnessed a significant rise in demand since the third quarter of 2020. Our order books are full. Here we can observe that the vegan food sector, in particular, is becoming more and more important, and the demand for more complex plant solutions is generally increasing, which we welcome."

Leaner portfolio – sale of vacuuming and gas flushing machines and "bag-in-box" business units

As part of the strategic realignment, ProXES has now chosen to consider the sale of the business units vacuumisation and gassing equipment and "bag-in-box" to allocate its resources better. Vacuumisation and gassing machines are particularly useful in milk powder manufacture, whilst "bag-in-box" machines are helpful in the sanitary, sterile filling of a wide range of liquid meals.

Machines and integrated production systems for the creation and processing of liquid and semi-liquid goods for the food, cosmetics, and pharmaceutical sectors are part of the ProXES range. ProXES also has a strong background in automation technologies.

Well positioned for further growth

CEO Marc Setzen says: "We see ourselves well-positioned for further growth. Thanks to our processing quality and process reliability, we are already one of the world's leading machines and process lines suppliers. On this basis, we are driving our business forward, continuously aligning ourselves with current customer needs and developing innovative concepts. Finally, we have a strong focus on digitalisation ."

New management team

Marc Setzen joined ProXES in April 2021. He has more than 20 years of international management experience. A chemical engineer by training, he was most recently CEO of Sesotec and previously held various positions at companies in the automotive, packaging and machinery industries.

In addition to Marco Schweizer, who has been with ProXES for many years and heads the Rheinfelden production site, Sven Falkenberg as CFO and Mark van Harwegen den Breems as VP Sales have joined the management team in recent months. Under Setzen's leadership, the management team will continue to drive forward the growth strategy.

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About ProXES

ProXES is a leading supplier of machines and process lines primarily for the food industry. The company's products are marketed under the FrymaKoruma, Stephan and Terlet brands. They are used to produce and process liquid and semi-liquid foods, cosmetics, and pharmaceutical products in a wide range of processes. From more than 100,000 installed machines and systems worldwide, the group has diverse application experience and possesses system competence. It has distinctive engineering know-how and can thus offer not only individual machines but also integrated production systems. The group's companies count the major global consumer goods companies among their customers. Further information under www.proxes.com.