

## DAVID RADTKE BECOMES SEGMENT DIRECTOR LABELS & TAGS OF SIHL GMBH

**The Labels & Tags segment is one of the Sihl Group's growth areas and it continues to expand its pioneering role. The Düren-based technology company is filling the central position internally with David Radtke from 3<sup>rd</sup> May 2023.**

David joined Sihl in 2016 as Head of Group Marketing. In this role, he is responsible for the strategic development of the various brands and products. Furthermore, in addition to his management position in Marketing, he has been responsible as Global Pricing Manager since 2022.

„David's move into sales as Segment Director Labels & Tags is an enrichment for Sihl and an important step on our #sihljourney. With his years of experience and extensive market knowledge, David will strategically develop the segment and achieve profitable growth,“ said Stefan Benito, Managing Director of Sihl GmbH.

David is a graduate engineer in printing and media technology with 20 years of professional experience, particularly in the printing industry. Prior to joining the Sihl Group, he was responsible for the European Wide Format Printing Media business as Marketing Manager for FUJIFILM Germany. As Director Product Management at GMG GmbH & Ko. KG, he worked closely with global key accounts from the packaging and label industry.

This is what  
defines us

Sihl is a strong partner for future-orientated industries and creates innovative solutions with its premium coatings.

With more than 400 employees in the Sihl Group, we contribute to the success of our customers from a wide range of industries in almost every country in the world.

From automotive and tourism, from packaging and labels through to printing and logistics, our customers trust our premium coatings and technological expertise. As a specialist for future-proof products, Sihl lays the foundations for innovative trends and promotes sustainable results. In short, Sihl is simply the better solution!

**[www.sihl.com](http://www.sihl.com)**

Aline Jansen  
Marketing & Communication  
Sihl GmbH • Kreuzauer Strasse 33 • 52355 Düren • Germany  
T +49 2421 597 306 • F +49 2421 597 307 • E [aline.jansen@sihl.com](mailto:aline.jansen@sihl.com)

SIHL – Simply the better solution