

## Joe Hoelzer Named Süddekor LLC President/CEO



FOR IMMEDIATE RELEASE

Contact: Jaclyn Stevenson, 413.637.9887 x126 /

[Jaclyn@winstanley.com](mailto:Jaclyn@winstanley.com)

**3.2011/AGAWAM, Mass.** – Equipped with a passion for proactive change and innovation, Joe Hoelzer has signed on as President and CEO at Süddekor LLC. He is set to take the reins April 1.

Hoelzer will replace Andreas Gottzmann, who resigned the position March 1 after nearly seven years. The leadership change will enhance Süddekor's management team and support the Agawam, Mass.-based company's ongoing mission to be the trusted, leading supplier of decorative surfacing solutions for the North American laminate market.

A graduate of the Aachen University of Applied Sciences–Germany, the City University of Seattle (MBA), and a certified process improvement expert (Six Sigma Black Belt), Hoelzer comes to Süddekor with extensive high-level management experience with industrial companies. He has a history of building organizational capabilities, driving change and innovation, and aligning plant performance to achieve corporate objectives. Hoelzer, who is fluent in both English and German, has experience developing high performance leadership teams and has been recognized for consistently delivering results in diverse environments and challenging situations.

Hoelzer's areas of expertise include strategic planning and execution, profit planning and P&L management, organizational restructuring and leadership training and development, as well as continuous process improvements, multi-plan management and Six Sigma/Lean implementation. He also specializes in executive management, change management and turnaround management.

Hoelzer currently resides in the Springfield, Mo. area and serves as a consultant for Aux Arc Biz Consulting, LLC. He also held the position of chairman of the Manufacturing Council at NCARED Corp.

*\*High-res images available upon request*

### **About Süddekor LLC**

Süddekor LLC is based in Agawam, Mass. and is a subsidiary of the 2D-Group (Süddekor/Dakor), one of the world's leading décor printers and impregnators, headquartered in Laichingen, Germany. Süddekor supplies decorative surfacing solutions to the North American laminate industry, and is the only company to offer North American laminate manufacturers a complete service, from design and separations to cylinder engraving, printing and treating. Süddekor has plants in Agawam and East Longmeadow, MA and Biscoe, NC. For more information, visit [www.suddekorllc.com](http://www.suddekorllc.com).