

## Hettich Canada Cultivates Business in Western Canada and Promotes Claudia Guhl

### Investing in existing talent supports targeted growth

**Montréal, Québec – January 24, 2020** - On January 1, 2020, Claudia Guhl officially began her newly created role as Regional Sales Manager in Western Canada. Claudia will continue to manage her existing partnerships while now supporting and managing the Territory Sales Representatives and distribution growth potential in British Columbia, Alberta and Saskatchewan. Please join us in congratulating Claudia on her new role at Hettich Canada.

### Claudia Guhl – Regional Sales Manager – Western Canada



Previously, Claudia functioned as Key Account Manager in Western Canada for four years, and Sales Representative for three years. Before spending seven years at Hettich Canada, Claudia worked at Hettich Group in Germany and South America for eleven years, occupying several roles in sales and customer service. The decision to create this position and have Claudia fill the role was one that was strategic. As Hettich Canada continues to expand and bring new products to the market, Claudia's knowledge of the industry and her experience managing multiple customer accounts will be key to meeting the company's strategic objectives.

Bob Ashmore, National Sales Manager commented, *"Claudia is a great fit for this position and we are looking forward to having her on the ground supporting our distributors and sales representatives in Western Canada. I am confident that her wealth of experience and knowledge of Hettich will help cultivate our customer-focused sales model to deliver outstanding service and sales support."*

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## About Hettich

Hettich is one of the world's largest manufacturers of furniture fittings. Every day, 6,600 staff members take up the challenge of developing intelligent furniture technology. A family-owned business, Hettich is located in Kirchzell, Germany. This is where ideas are born for furniture fittings that shape today and tomorrow. In Canada, Hettich has four offices and warehouses to better serve its Canadian customers. Hettich Canada is headquartered in Montréal, with offices in Toronto, Winnipeg and Richmond.

For more information, visit [www.hettich.com](http://www.hettich.com).

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