



For more information contact:
Gregor Thomalla
Managing Director, Bettcher GmbH
+41 41 348 02 20
GregorThomalla@bettcher.ch

... For immediate release ...

BETTCHER ESTABLISHES DIRECT SALES, SERVICE AND PARTS STRUCTURE FOR ITS MEAT PROCESSING CUSTOMERS IN THE UNITED KINGDOM AND IRELAND

Dierikon, Switzerland, April 11, 2018 – Bettcher GmbH announces that it is establishing a direct sales and service structure for its customer base in the United Kingdom and Ireland. The exclusive new direct sales structure will become effective and May 16, 2018, replacing sales through third-party distribution.

Effective May 16, 2018, customers can contact Bettcher directly for all product sales, parts and service needs via phone at +44 20 331 813 32 or +41 41 348 02 20, by FAX at +41 41 384 02 29, or via e-mail at info@bettchergmbh.ch.

For more information about the new direct sales structure, contact Gregor Thomalla, managing director of Bettcher GmbH, at GregorThomalla@bettcher.ch.

According to Thomas Holm, Bettcher's Vice President of Global Sales, the new direct sales structure is being implemented because of the importance of the meat industry in the UK and Ireland, which has experienced significant growth in recent years.

“The UK and Ireland have been important markets for Bettcher for decades. We believe that instituting direct sales of equipment and parts, as well as factory-direct service, will enable us to provide the highest degree of support to our customer base in both countries.” Holm says.

Working directly with Bettcher personnel and offices, customers in the UK and Ireland will benefit from timely, effective and efficient representation provided by highly trained and experienced company personnel, along with receiving industry-leading service and expertise.

Customers also have quick and easy direct access to Bettcher equipment and parts housed at Bettcher's European facilities in Dierikon, Switzerland.

The company's innovative offerings include two products introduced in 2018. The new **Quantum Flex™ Trimmer** is a lighter-weight and faster tool for improved cutting efficiency. The handpiece is compatible with any of Bettcher's motor offerings: Quantum, UltraDrive® and UN-84. No matter which Bettcher system is installed in a plant, the Quantum Flex handpiece adapts seamlessly. The new design utilizes the RPMs of any Bettcher motor, resulting in increased blade speed and less operator fatigue along with easier cuts and higher meat yields.

The **Quantum Skinner™**, also introduced in 2018, leverages the proven power and efficiency of Bettcher's Quantum Motor and Driveline combination to improve overall skinning performance in meat, poultry and seafood processing plants. Designed as a direct replacement for similar pneumatic products, the Quantum Skinner provides a quiet, safe and productive skinning experience while reducing energy costs significantly.

Bettcher Industries, Inc. is an ISO 9001-certified, vertically integrated manufacturing company with a global customer base and direct distribution and service in more than 70 countries throughout the world. The enterprise is a leading developer and manufacturer of innovative equipment for food processing, foodservice, industrial, medical and other operations.

Established in 1944, Bettcher brings more than seven decades of successful innovation to the market, including holding nearly 100 active patents. Bettcher offices are located in North America, Europe, Brazil and China. Website address: www.bettcher.com.

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Photo Caption:

The new **Quantum Flex™ Trimmer** from Bettcher is lighter-weight and faster for improved cutting efficiency. Its versatile design fits any Bettcher motor installation (Quantum, UltraDrive, UN-84).



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Photo Caption:

The new **Quantum Skinner™** from Bettcher improves skinning power and performance through faster, easier and quieter operation, while reducing energy costs significantly.