



WINDMOELLER & HOELSCHER
PASSION FOR INNOVATION

For Immediate Release

December 13, 2021

Media contact:

Catherine Mattson, MSc

catherine.mattson@wuh-group.com

+1 401 744.0895

**Kasie Fairbarn Joins Windmoeller & Hoelscher
as Product Sales Manager**

Lincoln, RI - Windmoeller & Hoelscher Corporation is pleased to announce Kasie Fairbarn as the new Product Sales Manager for Blown Film, the company's largest product segment in North America. In this position, Fairbarn will play a key role in all aspects of the company's blown film extrusion business from concept to commissioning and P&L.

"Having worked in the packaging industry my whole career, I was intrigued by the opportunity to join a global leader in blown film technology, which will add to my existing downstream knowledge. I have a profound appreciation for the technology and craftsmanship that goes into manufacturing world-class extrusion lines," said Fairbarn.

Fairbarn comes to W&H from PAXXUS, Inc., a supplier of engineered flexible materials for the healthcare market, where she was the Global Account and Sustainability Manager. Before that, she was a Senior Packaging Engineer at Unilever responsible for brands such as Pond's, Suave, Simple, and St. Ives. Fairbarn is currently a member of the Emerging Leadership Council of the Flexible Packaging Association and was recently recognized by *Plastics News* as one of the Women Breaking the Mold in 2021.

"Kasie's life-long passion for packaging and her experience on the film side gives our customers a valuable partner who brings perspective from both sides of the table. She is technical, open-minded, and a team player. We're very excited to have her at W&H," said Andrew Wheeler, President of W&H's North American operations.

Fairbarn added, "The trend is that brand owners want to know exactly how their films are being produced and spec out every detail including the equipment. While this is an adjustment for some suppliers, it's a welcome opportunity for suppliers who are W&H customers. The goal is to provide thorough and transparent information that helps customers make the best decision and I'm looking forward to making sure we're asking all the right questions to make that happen."

Fairbarn holds a B.S. in Packaging Engineering from the Rochester Institute of Technology, where she is a Hall of Fame Inductee for her performance on the women's ice hockey team. She also played professional ice hockey in Norway and Germany.

About Windmüller & Hölscher:

Windmüller & Hölscher, a family-owned company, is world leader for machinery and systems for the manufacturing and converting of flexible packaging. The product portfolio includes high-performance machines for film extrusion, printing, and converting. As a global company, W&H offers its clients everything from a single source: from expert consultation and engineering to the delivery of high-quality machines and complete packaging production lines. Approximately 2,700 employees create optimal solutions for the individual production tasks of flexible packaging producers – bringing the corporate philosophy “Passion for Innovation” to life. Machines from Windmüller & Hölscher are in use in over 130 countries and by more than 5,000 customers. In 2016 the Windmüller & Hölscher Group with its headquarters in Lengerich, Germany reached sales of approximately 785 million EUR.
www.whcorp.com



Kasie Fairbarn, Product Sales Manager, Blown Film at Windmoeller & Hoelscher in North America