

NORMA Group



Press Release

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Managing Director of Distribution and Industry has decided to leave NORMA Group

Lars Nordin, Managing Director of Distribution and Industry has decided to leave the company after 21 years at NORMA and ABA.

Lars Nordin joined the company in 1988 as General Manager Sales and Marketing when the company was still trading as ABA Group. In 1995 he became Executive Vice President of the Swedish company ABA.

In 1997, Lars Nordin became President and CEO of ABA Group. After the merger of ABA and NORMA, he was appointed to the Management team of NORMA Group as the Managing Director for Distribution and Industry. His responsibilities have included Global Marketing, Sales and all distribution centers.

Mr. Nordin will be leaving the company at the end of December but will continue to assist the company in an advisory capacity. As a result, Mr. Bernd Kleinhens, will be responsible for the new Sales and Business Development unit, effective January 1, 2010.

“My management colleagues and I greatly regret Lars Nordin’s decision. On behalf of the entire management, I would like to thank him for this outstanding work, and I’m convinced we will be able to rely on his invaluable advice in the future“, says Werner Deggim, CEO.

NORMA Group is the global leading system manufacturer in the connecting technology domain, providing high value-engineered products and solutions for the industry, marine, aviation and commercial as well as passenger vehicles applications. NORMA Group develops, produces and delivers client specific solutions for the most diverse and complex demands of the industry under well known brand names ABA®, NORMA®, Breeze®, Serflex®, Serratub®, TERRY® and Torca®. NORMA Group’s global presence, decades of know-how and complete in house system solutions contribute to its customers’ success and satisfaction. That’s NORMA’s strength!

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