

Press release

The Medical Technology Group Gebr. Brasseler Lemgo appoints a new Managing Director

- Alexander Bartel, previously Head of Supply Chain Management at Brasseler, has been appointed to the Management of the company on June 1st, 2024
- He takes over the responsibility for the division Supply Chain Management and Production from Stephan Köhler as well as the IT division from Markus Trachternach
- The reallocation of tasks is part of the succession plan for Klaus Rübesamen, who will retire at the end of 2025.

Lemgo, 16th July.2024 – The Medical Technology Group Gebr. Brasseler Lemgo announces the appointment of Mr. Alexander Bartel as Managing Director as of June 1st, 2024.

Mr. Bartel joined the company at the beginning of 2018. Since then, he has made a significant contribution to increasing the competitiveness of the company by developing and implementing the new supply chain and manufacturing strategy.

Stephan Köhler, Chairman of the management board, says: "We are delighted that Mr. Bartel will take over the managerial responsibility for the value-added areas and the IT division. With his many years of management experience at Brasseler and his specialist expertise, he will help shape the strategic transformation with his teams and the management team. This will ensure continuity and a forward-looking transfer of the management tasks."

Alexander Bartel takes over the managerial responsibility for the Supply Chain Management and Production area from Mr. Stephan Köhler. At the same time, the Information Technology division of Mr. Markus Trachternach will be transferred to Mr. Bartel. What's more, Mr. Bartel will continue to be responsible for the lean excellence programmes, which are strategically important for the further development of the Brasseler Group.

Alexander Bartel, Managing director: "My aim is to build on and expand the successful strategic development in the value-added areas that we have achieved so far. Digitalisation and new technologies offer unimagined opportunities for all areas of the company. With our culture of lean management and our commitment to continuous improvement, we are well positioned for the future. I look forward to accepting the challenges of the future together with the Brasseler teams."

About Brasseler

As a family business, the company Brasseler with their Komet products for dentistry and surgery is committed to improve the quality of life of people around the world for over 100 years. What began in 1923 with a visionary idea has become an international success story: Located in Westphalia-Lippe, in the east of North Rhine-Westphalia, Brasseler has developed into a globally active MedTech company and is now one of the most important employers in the region. Brasseler has been family-owned since its foundation, and the shared values of the family business are based on long-term thinking and a focus on people. The company employs 1,400 people worldwide, including 1,200 at its headquarters in Lemgo.

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Brasseler.

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