

Press release Starrag 05-2022

Starrag is strengthening its commitment to renewables:
Dipl.-Ing. Hubert Erz appointed as Senior Consultant Sales

One face to the customer



Dipl.-Ing. Hubert Erz (pictured on the right) said of his new role as Senior Consultant Sales for the Starrag Renewables division: *"We have already established a great number of excellent relationships in the Heckert, Berthiez, Dörries and Droop+Rein divisions that we are keen to strengthen even further. Above all, I am interested in helping both new and long-standing customers to explore new avenues".*

A staffing decision with sustainability in mind: The Swiss Starrag Group has appointed Dipl.-Ing. Hubert Erz as Senior Consultant Sales for the Renewables division. Mr Erz has been a part of the Starrag Group for many years and will be working closely with the Heckert, Berthiez, Dörries and Droop+Rein divisions to support manufacturers of drive components for wind turbines, acting as the first point of contact for new customers.

It's a market that truly is going like the wind: Vertical grinding and turning machines and horizontal and vertical machining centres from Starrag's Heckert, Berthiez, Dörries and Droop+Rein product ranges have been used by specialist companies around the world to manufacture components for high-precision drives for wind turbines for many years now.

The wind energy sector has already made a great deal of progress, but there is still a long way to go before CO₂ emissions reach net zero. In order to achieve this target, the world must install wind power infrastructure three times faster than the current rate over the next decade, according to the Global Wind Report 2021, the annual report compiled by the Global Wind Energy Council (GWEC).

Mr Erz will be promoting business development in the Renewables division

The importance of increasing our wind power output will result in demand for both greater numbers of wind turbines and more powerful wind turbines, whose power will rely on new gearboxes and large bearings. This is where Starrag's Renewables sector and Hubert Erz come into play, with the latter taking on the new position of Senior Consultant Sales. As part of this role, Mr Erz will report directly to Chief Sales Officer (CSO) Alexander Attenberger, head of the Sales department at the Starrag Group. Alongside these Renewables projects, Mr Erz will also be working in close cooperation with CSO Attenberger to proactively promote business development through marketing, market observations and customer care.

"Outside of the projects I'm working on, I will also be keeping in touch with manufacturers of gearboxes and bearings for wind turbines", explains the mechanical engineer, who already has extensive experience in the sector thanks to his many years of working as Head of Sales for the Dörries and Droop+Rein divisions: *"I have been supporting our partners in the drive industry for more than 20 years, and the customer contacts I have established will be a great help in this new role. I will also take on the management of certain key accounts when it is important for me to do so".* This will help Starrag to present *one face to the customer*, a tried-and-tested technique for building strong relationships with important customers.

A team effort: Close cooperation with the Heads of Sales

However, this unified approach does not mean that customers will no longer be able to get in touch with their existing contacts. *"We have already established a great number of excellent relationships that we are keen to strengthen even further. Above all, I am interested in helping both new and long-standing customers to explore new avenues",* the Senior Consultant Sales explains.

The new business development expert is no stranger to the world of project management: For example, Mr Erz is currently managing and coordinating a project in Denmark involving machines from both Heckert and Dörries. Mr Erz adds, *"The relevant product specialists will handle day-to-day matters, but as the main point of contact for this long-standing customer – a well-known manufacturer of drives for wind turbines – I will be able to bridge the gap between the various different product divisions".*

Company profile Starrag High-precision machine tools for greater productivity

Starrag Group is a global technology leader in manufacturing high-precision machine tools for milling, turning, boring and grinding workpieces of metallic, composite and ceramic materials. Principle customers are internationally active companies in the Aerospace, Energy, Transportation and Industrial sectors (Industrial Components, Luxury Goods, Med Tech). In addition to its portfolio of machine tools, Starrag Group provides integrated technology and maintenance services that significantly enhance customer quality and productivity.

The umbrella brand Starrag unites the product ranges Berthiez, Bumotec, Dörries, Droop+Rein, Ecospeed, Heckert, Scharmann, SIP, Starrag, TTL and WMW. Headquartered in Rorschach/Switzerland, the Starrag Group operates manufacturing plants in Switzerland, Germany, France, the UK and India and has established a network of sales and services subsidiaries in the most important customer countries.

The shares of Starrag Group Holding AG are listed on the SIX Swiss Exchange.

For further information

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