



## Datamars strengthens its North American Business and appoints CEO

Temple TX, June 1st 2015 – Datamars, one of the leading global suppliers of high performance unique-identification solutions, announced today the appointment of Robert Bailey as CEO of its North American Business.

After having united all of its US businesses - consisting of the livestock identification brands Temple Tag and Z Tags, the companion animal identification brand PetLink as well as the textile ID brand - into one company, Datamars Inc. on January 1st 2015, the appointment of Robert marks another step in the strong growth story of Datamars in the US.

“The appointment of Robert is following a period of strong development in North America in the last years, where we have recently consolidated the production and logistics for our 3 business lines in a new facility in Temple, Texas, effectively doubling our footprint to cope with past growth and to prepare for the coming years of expansion” noted Klaus Ackerstaff, CEO of the Datamars Group.

“Robert is taking over the leadership of all of our brands and businesses in what has become our most important market internationally.” After receiving his MBA from Northwestern State University, in Business/Marketing, Robert gained a wealth of experience in General Management, Manufacturing and Sales & Marketing, having worked in leadership positions for various companies mostly in the plastics industry over the last 30 years. Robert will lead our US operations and the senior management team responsible for our various businesses.

“Together with our senior managers based in Temple and in our Boston office, Robert will further grow our business in North America and apply his experience from much larger companies to support this growth. Robert will also play an important role in the Datamars Group Management representing not only our North American business, but contributing to our development on a worldwide level” concluded Klaus Ackerstaff.

Robert Bailey added: “I am delighted to join this fast growing international company where I can add the depth of my experience in similar industries. I am excited to be part of a great success story and fully developing the opportunities of one of the group’s major manufacturing sites as well as its single biggest market”.

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**Contact:** [media@datamars.com](mailto:media@datamars.com).

### **About Datamars:**

Datamars is the global leader for high-performance RFID solutions for the companion animal, livestock and textile identification markets. Our expertise, track record of technological innovation and profound understanding of customers’ needs have earned Datamars a reputation for unsurpassed quality and performance. Datamars employs more than 700 people with offices in Europe, Asia, and the Americas. Datamars is a private company, headquartered in Bedano, Switzerland. For more information, please visit [www.datamars.com](http://www.datamars.com).