

**FOR IMMEDIATE RELEASE**

## **Xten Adds New Director of Sales**

**[Kenosha, WI]** Xten Industries is proud to announce the addition of Ken Lippold as the new Director of Sales.

“Ken brings over 30 years experience in building market share and an uncompromising focus on delivering customer service,” said Matthew Davidson, Xten CEO, in explaining Lippold’s selection from dozens of considered candidates. “Both of those factors are critical to Xten’s strategic direction”, he added.

Lippold successfully sold medical instruments and disposables for several manufacturers and most recently was owner of his own Wisconsin-based medical distribution company. “I believe Xten felt my ability to find and successfully win new business was the missing ingredient they needed to expand their Multifufacturing<sup>sm</sup> customer base,” said Lippold. “While plastic injection molding remains the company’s core activity, significant value added is provided by the halo services, the selling of which will be one of my primary objectives.”

Lippold is an Honors Graduate from the U.S. Air Force Academy, and achieved the rank of Lieutenant Colonel in the Air Force Reserves prior to his 1999 retirement. He lives in Wauwatosa, WI with his wife and two teenage daughters.

Lippold will be filling the vacancy created by the February, 2011 death of the company’s then Vice President of Sales, Conrad Hauser.

### **COMPANY INFORMATION:**

[Xten Industries](#), an ISO 9001:2008 certified company, was founded in 1940. Since moving to Kenosha in 2002, Xten’s revenue has grown over 35% annually to over \$16 million in 2010. Xten has become a local leader in contract manufacturing and plastic injection molding. Due to significant manufacturing efficiencies, Xten has proven to be competitive with Asian and other outsourcing alternatives. In addition, Xten and all its employees strive to be an extension of their customers, assembling finished products and drop shipping those directly to ultimate users. The company offers many auxiliary services including part and tool design assistance, engineering, finishing, in-mold decorating, assembly, and packaging, along with inventory management and logistics solutions. Xten’s mission is to deliver outstanding products on time, at a fair price, working safely in an enjoyable atmosphere while proving that manufacturing can thrive in the United States. For more information on Xten, please visit [www.xtenindustries.com](http://www.xtenindustries.com) or Xten’s headquarters in Kenosha, WI.

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