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Loepfe appoints new CEO

Loepfe announced the appointment of Dr. Ralph Mennicke as Chief Executive Officer of Loepfe Brothers Ltd., effective from April 14, 2020. Ralph Mennicke takes over from Maurizio Wermelinger, who is now retiring, having joined Loepfe in 2007, became CEO in 2009.

The Loepfe Board of Directors appointed Ralph Mennicke as CEO to lead the company and its subsidiaries. Loepfe is one of the leading manufacturers and solution partner for online quality assurance systems in the textile sector. Machine manufacturers as well as spinning mills and weaving mills around the globe use and rely on Loepfe technology from Switzerland.

Ralph Mennicke is a Graduate of Technical University of Munich, University of York, Mannheim and ESSEC Business Schools. He holds an MSc and PhD in Physics and an Executive MBA. Previously, Ralph Mennicke has held positions as CEO, Deputy CEO, General Manager and Product Manager, as well as interim Head of Technology, Product

Management and Marketing.

Since completing his PhD, Ralph Mennicke has contributed to technology, product and market expansion and acquisitions, as well as providing inspired and effective leadership during times of crisis in his previous company. In his quest to set industry benchmarks and deliver quality improvement for customers, Ralph Mennicke has also been heavily involved in global standardization activities within the sensor and measurement fields.

Loepfe CEO Dr. Ralph Mennicke said: “Despite the current difficult business environment as I begin my role as CEO of Loepfe, my commitment to taking our business and our people on a journey where we will seek to grow and grasp future upsides has never been greater. As in my previous roles, at Loepfe my strategy will continue to focus on leveraging committed talents, superior technology and unique market knowledge to gain and maintain a competitive edge in the markets.

It is my very good fortune to be joining Loepfe from a company now experiencing a dynamic growth environment, and also to follow Maurizio Wermelinger who led Loepfe for more than a decade and established the company’s reputation in the textile industry with some world-leading product brands. As well as Maurizio, I also thank the Loepfe Board of Directors and the Loepfe team for placing their trust in me to lead them through this tough period.”

Loepfe Executive Chairman Alexander Zschokke commented: “The Loepfe Group extends a big thank-you to Maurizio for his long, loyal and successful lead of the company, as well as a very warm welcome to Ralph. We are delighted to have Ralph on board to steer Loepfe through the challenging phase arising from the COVID-19 pandemic, and beyond. Furthermore, we are confident that Loepfe is in a strong position to emerge from this time with renewed vigour and sustained growth.” ♦

Strategic transformation underway at Loepfe



Silvano Auciello.



Sylvie Hunziker.



Guido Wieland.

Loepfe Brothers Ltd. announced its intention to restructure and refocus its business over the next three months in order to align with the changed market conditions and to further leverage digital technologies. Plans to release the next in a series of new solutions in Quarter 4/2020 remain unchanged.

The business will be transformed in the medium- to long-term by diversification, expanded business portfolio and increased efficiency along with an accelerated digitalization program.

Among the organizational changes

made to support these objectives will be an increased emphasis on customer needs driven by Silvano Auciello as head of a new combined sales and customer support setup. In a move to strengthen the focus on products and solutions, Guido Wieland becomes responsible for leading a joint product management, applications and marketing team. Furthermore, Sylvie Hunziker has been appointed to drive and shape the digital landscape and processes within Loepfe, next to her already established lead of the production department. Meanwhile, as announced in May, the R&D team has already been supercharged by the

appointments, as joint heads, of Thomas Schlegel and Roger Hilzinger, capitalizing on their deep specialist know-how and experience to ensure the flow of latest technology products through the pipeline. Further internal changes aim at reinforcing Loepfe's high Swiss quality standards across the whole product range.

Loepfe CEO Dr. Ralph Mennicke commented: "We live in a world where change is a standard feature of our lives. It is important that we embrace and actively drive these changes by continually questioning things and redefining our offering to harness the benefits of the fast-moving environment for our customers and our business. My thanks go to each of the aforementioned for taking up the new challenges along with our teams, and I look forward to our exciting journey together."

Loepfe Executive Chairman Alexander Zschokke added: "With this announcement, the Loepfe and Savio Groups are investing not only in our business, but also in our people. The work they are now undertaking will future-proof the company and ensure it remains the leading specialist in its field for many years to come." ♦

