Media contact:

Shane Novacek
Beckhoff Automation
Phone: 952-808-6515
s.novacek@beckhoff.com
Twitter: @BeckhoffUSA

Note to editors: Link to high res photo and picture caption follow news release text.

Beckhoff USA Strengthens Packaging Market Presence, Hires Mark Ruberg as Industry Manager

Ruberg will offer industry insight and leadership to grow business with packaging OEMs and CPG manufacturers

SAVAGE, Minnesota, September 17, 2019 – Beckhoff Automation LLC hired Mark Ruberg as Packaging Industry Manager to further strengthen its presence among U.S. packaging and processing OEMs and manufacturers of consumer packaged goods (CPGs). Drawing on impressive packaging industry experience and leadership skills, Ruberg will oversee sales efforts and application support for new and existing Beckhoff customers focused on the packaging and processing of goods across the U.S. Ruberg is joining Beckhoff at an opportune time, as the company has accelerated the introduction of automation technologies for packaging applications in recent years, most notably with the mechatronic eXtended Transport System (XTS).

Ruberg's experience in packaging and plastics most recently involves serving as a Regional Sales Manager for Conair Group, Inc. His resume also includes seven years at packaging machinery company ProMach, Inc., first as Director of Corporate Business Collaboration, then Vice President of ProMach Business Process and finally overseeing business development of ProMach's productivity software, ZPI. Ruberg previously spent 15 years at plastics machine builder Milacron, where he started as a Sales Engineer and ended as Managing Director for the Americas.

With the hiring of Ruberg, the previous Packaging Industry Manager, Joe Martin, can focus exclusively on his role as West Region Manager.

“We are excited to harness the extensive packaging industry knowledge that Mark brings to Beckhoff,” said Kevin Barker, President of Beckhoff Automation LLC. “Mark has been an active member of the Packaging Machinery Manufacturing Institute (PMMI), serving on their Global Marketing Committee and several of their OpX work groups. He has served on the global board of directors for the Organization for Machine Automation and Control (OMAC) and participated in updating and promoting the PackML standard. As a champion of EtherCAT and PC-based automation technology, Mark will be a great asset to our team moving forward.”

Ruberg holds a bachelor’s degree in physics from Thomas More College and a master of science in mechanical engineering from University of Cincinnati. He also founded and serves as director for the nonprofit O2 Urban Farms, which builds aquaponics farms to provide fresh produce and year-round job opportunities to people living in food deserts.

Beckhoff USA

Link to high res photo:

https://download.beckhoff.com/download/press/2019/NorthAmerica/Mark_Ruberg_Beckhoff_Automation_LLC.zip

Press picture:

Picture caption:

Mark Ruberg, Packaging Industry Manager for Beckhoff Automation LLC.

Beckhoff Automation is a provider of advanced and open automation solutions based upon proven technologies for customers to implement high performance control systems faster and at a lower overall cost than traditional PLC and motion control systems. Beckhoff's "New Automation Technology" product range includes PC-based control, Industrial PCs, automation controllers, operator interfaces, I/O, servo drives and motors. With representation in more than 60 countries, Beckhoff is well-positioned to provide global sales and service to its customers. Beckhoff sales and service are handled directly, with no intermediaries involved for exceptional customer service and consultation.

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Please send questions regarding "Beckhoff USA Packaging Industry Manager Mark Ruberg" to:

Beckhoff Automation LLC
13130 Dakota Ave
Savage, MN 55378
Toll-free: 1-877-TwinCAT
Local: 952-890-0000
Fax: 952-890-2888
Email: beckhoff.usa@beckhoff.com
www.beckhoffautomation.com
Twitter: @BeckhoffUSA