

TagMaster strengthens its sales organization further with new area manager for the DACH countries

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TagMaster, the leading producer of advanced RFID products & ANPR cameras for long range vehicle identification in Traffic Solutions and Rail Solutions, strengthens its sales organization by appointing Peter Gröntved being responsible for the sales within the DACH region (Germany, Austria, and Switzerland).

TagMaster is in a rapid expansion phase. We have developed and launched our UHF products, XT-1 and XT Mini during the last 12 months and now want to leverage from those innovations and therefore want to take the natural step to strengthen our sales and marketing function to expand sales in the DACH region.

Peter Gröntved has a broad background within distribution and system integrator sales and have been living in Germany and Austria. He has been employed by ASSA and, most recently, was the Nordic sales manager of Michelin.

For further information, please contact

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About TagMaster

TagMaster is an application driven technology company that designs and markets advanced identificationsystems and solutions based on radio & vision technology (RFID & ANPR) for demanding environments. Business areas include Traffic Solutions and Rail Solutions providing innovative mobility solutions, sold under the brands TagMaster & CitySync, in order to increase efficiency, security, convenience and to decrease environmental impact within Smart Cities. TagMaster has dedicated agencies in the US and in China and exports mainly to Europe, Middle East, Asia and North America via a global network of partners, systems integrators and distributors. TagMaster was founded in 1994 and has its headquarters in Stockholm. TagMaster is a public company and its shares are traded on First North stock exchange in Stockholm, Sweden. For more information about TagMaster, please visit <u>www.tagmaster.com</u>