**+++ Press Release +++**

**Introducing Andy Zou**

POSITAL’s new sales representative tackles markets in Canada and Latin America

**Markham, ON/ Hamilton, NJ, July 28, 2022 –** Andy Zou is POSITAL’s new man on the ground in Canada, mandated to develop stronger ties with customers and distribution partners in Canada and Latin America. “My aim is to help build awareness of FRABA’s POSITAL and UBITO brands in these important markets,” comments Zou. “We have an exciting range of products for the manufacturing and process industries, and I am eager to help customers find ways of using them in their products and production facilities.”

With a Batchelor degree in electrical engineering from Shanghai’s Donghua University and an MBA from Tongji University, Zou started his professional career with ZPMC, a leading manufacturer of cranes and materials handling equipment for ports. He joined POSITAL’s Asian operations in 2013 and emigrated from Shanghai to Canada in late 2019. Residing in Markham, ON, he is a member of the FRABA group’s Sales Council and works closely with the company’s North American headquarters in Hamilton, New Jersey. Zou comments: “We experienced considerable success in growing the market for POSITAL products in China and other Asian countries. The Covid pandemic has made it more difficult to meet people in Canada face-to-face, but with restrictions lifting and trade shows coming back to life, I’m excited about establishing closer contacts with our distribution partners and key customers. I also look forward to exploring more of Canada’s great outdoors.”

POSITAL manufactures advanced position sensors, including rotary encoders, inclinometers (tilt sensors) and linear position sensors, for industrial motion control. Meanwhile, the new UBITO business unit aims to develop opportunities for the company’s innovative Wiegand sensor technology.

**About FRABA and POSITAL**

POSITAL is a supplier of advanced industrial position sensors used in a wide variety of motion control and safety systems. The company is also an innovator in product design and manufacturing processes and a pioneer of Industry 4.0 (Industrial Internet of Things/IIoT), offering customers the benefits of built-to-order products combined with the price advantages of mass-production. POSITAL is a member of the international FRABA group, whose history dates back to 1918, when its predecessor, **Fr**anz **Ba**umgartner elektrische Apparate GmbH, was established in Cologne, Germany to manufacture relays. Since then, the company has played a trendsetting role in the development of rotary encoders, inclinometers and other sensor products. POSITAL has a global reach with subsidiaries in Europe, North America and Asia – and sales and distribution partners around the world.

###### **Further Information**

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