

Sodick
Injection Molding Machinery Division



FOR IMMEDIATE RELEASE:



SODICK-PLUSTECH PROMOTES KOHEI SHINOHARA TO SENIOR VICE PRESIDENT

ELK GROVE VILLAGE, III. (JULY 21, 2024) - Plustech Inc., a renowned industry leader specializing in injection molding machinery and equipment, is pleased to announce the promotion of Kohei Shinohara to the position of Senior Vice President. Shinohara, who previously served as Vice President, has been a pivotal figure in Plustech Inc.'s growth and the success of Sodick's products in North America. This promotion underscores Sodick-Plustech's commitment to its growth initiatives, especially as Plustech celebrates its 20th year doing business in North America.

"We are all very proud of Kohei's leadership and what he has done to help grow Plustech Inc., and the Sodick product in North America," said Jim Hansen, President of Plustech Inc.

"Plustech is targeting a 60% sales growth over the next five years," explains Hansen. "To achieve this, we need to expand our people, products, and markets. Kohei's deep knowledge in these areas makes him the ideal leader for our growth initiatives. Granting him the resources and recognition of this new role is the first step in positioning Plustech for future success."

During his tenure as Vice President, Shinohara led Plustech's team in strategy development, product positioning, and market segment focus. Shinohara's contributions include advancing Sodick's tech in the US market by establishing the company as the go-to choice, expanding further into the medical sector through Medical OEMs and Molders, and promoting micro molding use and knowledge amongst the injection molding industry.

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Having been at the company for 20 years, Shinohara celebrates and welcomes the trust placed in him. "It's an honor to be entrusted with this responsibility," says Shinohara, "I look forward to continued growth and success for Plustech and am grateful for the opportunity of this expanded role."

Among his many accomplishments, Shinohara has been instrumental in Plustech's expansion through his support of partner marketing initiatives, including [Road Shows](#) and [Open Houses](#) across the country, including launching Sodick & Friends Webinars which were launched during Covid, and continue still, as well as organizing and maximizing various [trade shows](#), including working with more than 20 vendor-partners at the recent NPE show.

Shinohara's natural aptitude for collaboration fosters a strong sense of community within everything he does, making him an ideal fit for his new role as Senior Vice President. His extensive industry acumen and a dedication to growth align with Plustech's mission of delivering exceptional service to its customers.

With Shinohara's promotion, Sodick-Plustech is confident in its strategic direction and poised for continued success. The company looks forward to the continued innovative contributions and leadership Shinohara will bring in his new role, ensuring that Plustech remains at the forefront of the injection molding machinery industry.

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ABOUT PLUSTECH INC.

Plustech Incorporated is an injection molding machine industry leader that is currently celebrating its 20th year doing business in North America. Based in a new, state-of-the-art 138,000 square foot facility in Elk Grove Village, Illinois, Plustech has made a commitment to delivering the highest quality machines, the strongest technical support, and the most experienced service team to ensure its customers' profitability and competitive edge toward productivity in the high-demand injection molding manufacturing industry. For more information, visit on the web at www.plustech-inc.com, or call 847- 490-8130

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