

Waldemar Birkle is the new Managing Director of ENGEL Russia

Schwertberg, Austria – November 2021

Waldemar Birkle took over as the Managing Director of OOO ENGEL in Moscow in November. He succeeds Olaf Kassek, who is retiring on this date.

In order to prepare the generational change at the sales and service subsidiary of the injection moulding machine manufacturer with a view to the future, Waldemar Birkle joined the group back on 1 July 2021. He familiarised himself with his new tasks at ENGEL's headquarters in Austria, at ENGEL in Germany and finally at ENGEL in Russia.

Birkle has nearly 20 years of experience in the international plastics industry. He was also responsible for the Russian market in his previous position with a large peripheral equipment manufacturer. He is at home in both the German and Russian cultures.

"We are delighted to have gained a highly experienced managing director in Waldemar Birkle, who already knows the injection moulding industry in Russia like the back of his hand," says Dr. Christoph Steger, CSO of the ENGEL Group. "Together, we will continue to expand our customer base in Russia."

Positioned as the market leader

OOO ENGEL, Moscow, was founded in 2006 and has been managed by Olaf Kassek right from the outset. "Olaf Kassek has developed ENGEL Russia into the leading western supplier of injection moulding machines and automation solutions," as Steger emphasises. "With a great deal of personal commitment, Mr. Kassek has continuously expanded the local portfolio and succeeded in being a reliable partner for our customers in Russia, even in difficult times. For this we would like to express our heartfelt thanks."

After-sales service strengthened

Despite many uncertainties, ENGEL envisages a positive market development with growth potential in Russia. The Technical Moulding business unit currently accounts for the largest share of sales in new machine business. ENGEL's leading market position in the production of large containers such as fruit crates and waste containers contributes to this.

After-sales service is also growing, and for two reasons. On the one hand, ENGEL is supporting an increasing number of customers throughout the entire life cycle of the machines with application-related challenges. On the other, many processors in Russia have invested in new production facilities and are relocating their machines.

In response to these trends, ENGEL is training employees in Russia to become experts in technologies that are in high demand locally and is recruiting new technicians for its nationwide service network.



Waldemar Birkle is the new Managing Director of the ENGEL sales and service subsidiary in Russia.

Picture: ENGEL

ENGEL AUSTRIA GmbH

ENGEL is one of the global leaders in the manufacture of plastics processing machines. Today, the ENGEL Group offers a full range of technology modules for plastics processing as a single source supplier: injection moulding machines for thermoplastics and elastomers together with automation, with individual components also being competitive and successful in the market. With nine production plants in Europe, North America and Asia (China and Korea), and subsidiaries and representatives in more than 85 countries, ENGEL offers its customers the excellent global support they need to compete and succeed with new technologies and leading-edge production systems.

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