



Presseinformation

Current news at Positec:

Thomas Sump appointed new CEO for the D-A-CH region

Positec strengthens market presence for Worx and Kress

Positec Germany GmbH in Cologne has appointed a new head of the D-A-CH region. Thomas Sump (43) will become CEO D-A-CH in September 2025. He will report directly to Ben Dalziel who is acting EMEA CEO, concurrently with his role as Global EVP of the Positec Group. “We are excited to bring someone of Thomas’s capabilities and experience on board, and I am confident he is the right person to drive the next phase of our business as we continue to grow in both the residential and professional markets” said Ben Dalziel.

Thomas Sump brings extensive management and sales experience to his new role. He previously held various management positions at Alpina Farben GmbH in Ober Ramstadt, most recently as Managing Director of Sales for a good five years. In addition, he gained valuable experience in management positions at commercial and industrial companies both in Germany and abroad, including the MTS Group in Landau in the Palatinate and the OBI Group in Wermelskirchen.

“The potential of the Positec Group and its brands is huge. I look forward to setting the strategic course for future growth,” comments Sump. With his appointment, Positec aims to significantly expand the market share of the Worx and Kress brands in the D-A-CH region and further strengthen its position as a leading supplier in the industry.



Manfred Eckermeier
Pressesprecher
phone: +49 (0) 22 48 / 91 47-33
mobile: +49 (0)170 / 7 75 82 41
e-mail: eck@bfconline.de
presse@positecgroup.com
www.worx-europe.com

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About the Positec Group:

Positec Group Ltd., headquartered in Suzhou, China, with its European headquarters in Cologne, Germany, has always been committed to its mission of "continuous innovation, leading tool revolution, and improving people's lives" and its brand concept of "Our Mission, Zero Emissions." Positec Group manufactures lawn, garden, and power tools under the brand names WORX, Rockwell, Kress, and Cat. Since its establishment in 1994, Positec has achieved industry-leading growth and penetrated the global market with sales in nearly 70 countries and regions around the world. Positec has 15 marketing subsidiaries, four R&D centers, and four manufacturing sites worldwide. The company has filed more than 8,000 patents worldwide and has been involved in the formulation of many international and national industry standards.

Further information is available from Positec Germany GmbH, Schanzenstraße 22, 51063 Cologne.

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Manfred Eckermeier
Pressesprecher
phone: +49 (0) 22 48 / 91 47-33
mobile: +49 (0)170 / 7 75 82 41
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