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**Plasmatreat Iberia expands sales team and offers comprehensive expertise in Openair-Plasma technology**

Customers and their surface pretreatment applications now receive even more personalized support

**Plasmatreat Iberia S.L., a subsidiary of Plasmatreat GmbH, Germany, the world leader in atmospheric plasma technology, is further expanding its presence on the Iberian Peninsula. Existing and new customers can now rely on even closer support for their questions and applications in the field of plasma pretreatment systems. The Plasmatreat Iberia team, which is responsible for the Spanish and Portuguese markets, has welcomed two new members in recent months.**

"I am very pleased with the addition to the team," says Desiderio Diaz Garcia, General Manager of Plasmatreat Iberia. "Raquel Rosique Cáceres has been supporting the entire team in the administrative and internal sales areas since the fall of 2023. Marc Costa Camprubí is our newest team member and as Sales Manager he will support customers in the Catalonia region and will also be involved in application technology and customer laboratory trials."

The team in Spain already changed last year: Mercedes Tur Escriva moved from Plasmatreat North America, from a role in the Latam market to Spain. This change and the arrival of Marc Costa Camprubí created the opportunity to redistribute the Iberian Peninsula region. Mercedes Tur Escriva, who has worked in sales for Plasmatreat for more than 9 years, has more than 2 decades of experience working with surface treatment technologies. Her new position focuses in market development, market sectors events and has taken over the eastern region of Spain on the sales side. Desiderio Diaz Garcia, Managing Director of the Spanish subsidiary since 2020, covers most of Spain and Portugal from the head office in Madrid. The combined expertise from all team members will serve the different regions of the Iberian Peninsula and the key industries of automotive, e-mobility, packaging, electronics and home appliances. Currently, the sales team, with the support of the German headquarters, also takes care of various service issues and the commissioning of plasma systems and equipment for customers. However, this will change in the near future as the company is looking for an additional service technician to take over service issues and parts of the application technology on the Iberian Peninsula.

All team members have extensive knowledge of the industry and have also focused in the past on surface technology or key industries in which Plasmatreat systems are used for pre-treatment. Marc Costa Camprubí explains: "The exciting technology and the diverse areas of application quickly convinced me to want to be part of Plasmatreat. I am now looking forward to being a permanent member of the team, bringing plasma technology to the Spanish market together with my colleagues and introducing it to manufacturers.

Customers and interested manufacturers can now fully rely on targeted and dedicated advice on all aspects of pretreatment with atmospheric pressure plasma. Whether before printing, bonding, painting or sealing - Plasmatreat's Openair-Plasma and PlasmaPlus are used as a pre-treatment process on various materials such as glass, plastic, metal or textiles.

Desiderio Diaz emphasizes how important this relatively new technology is for the environment, sustainability and reducing the carbon footprint compared to other pre-treatment methods. In cooperation with the headquarters and other branches, Plasmatreat Iberia wants to acquire new customers and also drive forward the project business in the automotive sector. The Spanish market is also of interest to major German and US car manufacturers. The use of plasma technology for the surface treatment of all materials prior to further processing plays a decisive role here.

"We strive to be a reliable partner for our customers on the Iberian Peninsula by providing innovative solutions and first-class service," concludes Diaz Garcia.

For more information, please visit: <https://www.plasmatreat.es/en/>

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***Info box:***

**How Openair-Plasma and PlasmaPlus optimize industrial processes.**

When plasma with its high energy level comes into contact with materials, it changes the surface properties, for example from hydrophobic to hydrophilic. Plasma technology requires only compressed air and electricity for operation. Fine cleaning with Openair-Plasma gently and reliably removes dust, release agents, additives, plasticizers and hydrocarbons from surfaces. Especially with non-polar plastics, plasma treatment achieves surface activation. It supports the increase of surface energy by introducing hydroxyl groups and thus improves adhesion in subsequent processes such as bonding, printing, painting and sealing. Plasmatreat's PlasmaPlus technology can also be used to create targeted functionalized surfaces with defined properties by applying (depositing) nanocoatings, e.g. as an additional adhesion promoter layer.

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**About Plasmatreat**

Plasmatreat is an international leader in the development and manufacture of atmospheric plasma systems for the pretreatment of substrate surfaces. Whether plastic, metal, glass or paper - the industrial use of plasma technology modifies the properties of the surface in favor of the process requirements.

Openair-Plasma® technology is used in automated and continuous manufacturing processes in almost every industrial sector. Examples include the automotive, electronics, transportation, packaging, consumer goods and textile industry, the costs and environmental advantages of the plasma technology are also used in medical device and renewable energy sector.

The Plasmatreat Group has technology centers in Germany, USA, Canada, China, and Japan. With its worldwide sales and service network, the company is represented in more than 30 countries by subsidiaries and sales partners.

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**Image captions:**

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The Plasmatreat Iberia team continues to grow and takes care of the sales territory on the Iberian Peninsula. (Copyright Plasmatreat GmbH)