

## **Cultivating Excellence: Investing in Our People to Serve Our Growing Customer Base**

### **Overview**

At MULTIVAC Canada, we understand the vital role our team plays in meeting the evolving needs of our industry and, more importantly, our customers. That's why we recently conducted a comprehensive 5-day training program, aimed at equipping our staff with the skills and knowledge necessary to excel in their roles. From sessions led by industry experts to insights from our leadership team, this initiative reflects our commitment to investing in our people for continued success.

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At an offsite location, we embarked on an intensive 5-day training program, underscoring our dedication to empowering our team members. The initial training sessions ran from Monday to Wednesday, providing a conducive environment for focused learning and collaboration. Here, our sales teams had the opportunity to engage with a seasoned trainer, gaining invaluable insights into effective communication and discovery strategies, and techniques.

Moreover, the training extended beyond a classroom environment. We recognize the importance of hands-on experience, particularly in our specialized equipment. To this end, sessions led by bakery and meat specialists were conducted at our Brampton Innovation Center. These experts provided practical training on two key areas of our equipment range. In the first, the team learned about bakery ingredients, such as flour, yeast, and dough conditioners. The second session featured our new range of compact slicers, demonstrating their proficiency in slicing products such as bacon, cheese, and both smoked and cured meats, ensuring that our team members are proficient in utilizing these cutting-edge technologies to better serve our customers.

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During the baking session, our team had the unique opportunity to roll up their sleeves and dive into the world of baking alongside Peter Jacobs. Together, they crafted pastries, gaining firsthand experience in the intricacies of artisanal baking. This interactive session not only fostered collaboration among team members but also provided valuable insights into the craftsmanship behind the products we offer.

In addition to technical training, the involvement of our leadership team further emphasized the significance of this initiative. Throughout the training period, our President, Evan Segalowitz, and Vice President of Sales and Marketing, Paul Marsden, were actively engaged, sharing overarching company goals, and setting clear expectations for all participants. This alignment between leadership vision and frontline execution is fundamental to driving organizational success.

Furthermore, the training program featured contributions from various departments within MULTIVAC Canada. Sessions led by members of the Sales, Customer Care, Product and Marketing teams fostered cross-functional collaboration and knowledge sharing. By leveraging the diverse expertise within our organization, we aim to enhance our collective capabilities and deliver unparalleled value to our customers.

In conclusion, the training initiative at MULTIVAC Canada shows our commitment to investing in our people to effectively navigate the dynamic landscape of our industry. By equipping our team with the right skills, knowledge, and support, we are poised to capitalize on emerging opportunities and exceed customer expectations. As we continue to evolve and grow, our greatest asset remains our dedicated and empowered team members.

**About the MULTIVAC Group**

*Packaged expertise, innovative cutting-edge technology, and strong brands under one roof: The MULTIVAC Group offers complete solutions for the packaging and processing of food, medical and pharmaceutical products, as well as industrial items – and as the technology leader, it continues to set new benchmarks in the market. For more than 60 years the name has stood for stability, strong values, innovation, and future security, as well as quality and excellent service. Founded in 1961 in the Allgäu region of Germany, the MULTIVAC Group is today a global solutions supplier, which supports small and medium-sized companies, as well as large corporate businesses, in designing their production processes to be efficient and resource-saving. The product portfolio comprises a wide range of packaging technology, automation solutions, labelling and marking equipment, inspection systems and packaging materials. The product range is complemented by practical and customized solutions for food processing – from slicers and portioning machines right up to bakery technology. All the packaging and processing solutions are individually matched to customer requirements in the company's own application and development facilities. Around 7,000 staff in more than 80 subsidiaries worldwide ensure that the company remains close to its customers, as well as providing the maximum customer satisfaction – from the first project concept right through to after-sales service. Further information at: [www.multivac.com](http://www.multivac.com)*

**Press contact**

MULTIVAC Canada  
6 Abacus Rd,  
Brampton, ON,  
L6T 5B7,  
Canada.  
+1 (365) 440-3816  
[marketing@ca.multivac.com](mailto:marketing@ca.multivac.com)  
[ca.multivac.com](http://ca.multivac.com)