

Press info



April 5th 2005

Press Release: UIPR- 050405

Attention: Immediate

DUBLIN, IRELAND – April 5th 2005 – *Upright International* wishes to announce the appointment of Arne Dirckinck-Holmfeld as the new VP of Sales & Business Development for the European Market, effective since April 1st 2005.

Arne joins *UpRight International* from the Denka Lift Company, where he spent 7 years as the Sales and Marketing Manager, responsible for the total sales of the company.



Prior to Denka Lift Arne held a number of Sales & Marketing managerial positions with companies in Denmark. He is well known and has a good reputation within the Access Industry.

Arne shall be based from his home in Denmark and brings to his new role a wide understanding and driving vision of both end-user and rental markets.

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