

ROTAM NORTH AMERICA NAMES NEW AREA SALES MANAGER

Miami, FL, U.S., December, 2007 – Rotam North America, Inc., the crop protection unit of the Rotam Group, recently added veteran manager to its national sales team, Paul Wulf to support California and western markets. Paul comes to Rotam with more than 25 years of crop protection experience and will be responsible for providing marketing, technical and sales support to distributors and retailers.

Paul Wulf brings a diverse entrepreneurial spirit and the right mix of technical and retail experience Rotam needs to expand positions in the western US markets. In 27 years, Wulf has been an independent agricultural consultant, founded an insect monitoring and trapping business and also served as a branch manager for Western Farm Service. Wulf is a graduate of California State University, Fresno with a bachelor's degree in agricultural business. In his new position, Wulf will be based in Fresno, CA.

"Adding Paul's diverse talents strengthens our position to offer customers value and reliability," says Tom Chavez, Rotam country manager. "His expertise in sales, marketing and tech service will help drive our market expansion in the US."