Shanghai, May 13th, 2024

**Plasmatreat continues growth plan announcing Spencer Chen appointed as new Managing Director of Greater China**

**普思玛实施持续增长计划，宣布任命 Spencer Chen 为新任大中华区董事总经理**

**Plasmatreat GmbH, headquartered in Steinhagen, Germany, is pleased to announce that Spencer Chen has been appointed as the new Managing Director of Plasmatreat Greater China. He will take over from Calvin Chen on April 1, 2024, who is retiring after 18 years of successful work and support in building up Plasmatreat China.**

**总部位于德国Steinhagen的Plasmatreat GmbH荣幸地宣布，Spencer Chen已被任命为Plasmatreat大中华区的新任董事总经理。他将于 2024年4月1日起接任Calvin Chen的工作，后者在为普思玛中国公司的成功建设提供了18年的支持后即将退休。**

"We are deeply grateful to Calvin Chen for his commitment and achievements. Together with him and China team, we have led our Chinese subsidiary to numerous successes," says Christian Buske, CEO at Plasmatreat GmbH. Plasmatreat China is the expert in the Chinese market for surface pretreatment with Openair-Plasma and PlasmaPlus. For customers and interested parties, the subsidiary is well equipped with expertise and technical facilities offering environmentally friendly, inline and selective pretreatment of all types of surfaces in China.

“我们非常感谢Calvin Chen的奉献和成就。在他和中国团队的共同努力下，我们的中国子公司取得了诸多成功"，Plasmatreat GmbH首席执行官Christian Buske说。普思玛中国是中国市场上使用Openair-Plasma®和PlasmaPlus®进行表面预处理的专家。对于客户和相关方而言，该子公司拥有丰富的专业知识和技术设施，可在中国对所有类型的表面进行在线集成和环保地选择性表面预处理。

The new Managing Director of Plasmatreat Greater China, Spencer Chen, brings a wealth of experience to the role. With over 26 years of global experience, including 20 years in sales, business development and sales/operations growth, he is well-positioned to lead Plasmatreat China’s continued success. His background spans various industries, all touching the surface treatment, semiconductor, solar cell, display, and automotive applications. Spencer's skills in business expansion, product strategy, and team management will be invaluable as he takes on this leadership role.

作为新任普思玛大中华区董事总经理, Spencer Chen将丰富的经验带入了这角色和团队。拥有超过26年的跨国工作经验，包括逾20年的销售、业务拓展和销售/运营增长等经验，使他有能力领导普思玛中国持续取得成功。他的背景横跨多个行业，涉及表面处理、半导体、太阳能电池、显示器和汽车应用等领域。Spencer在业务拓展、产品战略和团队管理方面的技能对于他担任这一领导职务将发挥不可估量的作用。

"We look forward to working with Spencer Chen and leveraging our global knowledge and his expertise to further drive the success of Plasmatreat China and build on the work of Calvin Chen," concludes Buske.

“我们期待着与Spencer Chen的合作，将他的专业融入我们全球知识，将进一步推动普思玛中国的成功，并在 Calvin Chen 的工作基础上更上一层楼，”Buske 总结道。

For more information, please visit: [www.plasmatreat.com](http://www.plasmatreat.com)

更多信息请点击官网: [www.plasmatreat.com](file:///C:\Users\Lyne%20Li\Documents\PR\GM%20Spencer\www.plasmatreat.com)

***Info box:***

***更多信息：***

**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.

**Openair-Plasma®和PlasmaPlus®如何优化工业流程**

当高能等离子体与材料接触时，会改变材料的表面特性，例如从疏水性变为亲水性。等离子技术的运行只需要压缩空气和电力。使用Openair-Plasma®进行精细清洗时，可以轻柔可靠地清除表面的灰尘、脱模剂、添加剂、增塑剂和碳氢化合物。特别是对于非极性塑料，等离子处理可实现其表面活化。它通过引入羟基来增加表面能量，从而提高粘合、印刷、喷漆和密封等后续工艺的附着力。Plasmatreat的PlasmaPlus技术还可以通过应用（沉积）纳米涂层（例如作为额外的附着力促进层）来制造具有特定性能的定向功能化表面。

**About Plasmatreat**

**关于普思玛**

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, but the technology, cost and environmental advantages of the plasma technology are used in medical technology and in the renewable energy sector as well.

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.

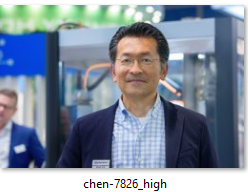
Plasmatreat 作为全球常压等离子技术行业的领导者，专注于常压等离子技术的创新和制造，并广泛应用于材料表面的预处理工艺。

无论是塑料、金属、玻璃还是纸张，都能通过等离子技术的应用能力改变材料的表面特性，以满足工艺要求。

Plasmatreat 集团在德国、美国、加拿大、中国和日本都设有技术中心。公司的销售与服务网络遍布全球，在 30 多个国家拥有子公司和经销商。

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**Picture captions:**

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Spencer Chen is the new Managing Director of Plasmatreat China.

新任普思玛大中华区董事总经理-Spencer Chen

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