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## **Art Vega joins Sev-Rend as VP of business development**

January 20, 2020

Sev-Rend has hired Art Vega as its new vice president of business development. Bringing Vega on lines up with Sev-Rend's goals to further service its clients in key industries with high-performance packaging. This move allows Sev-Rend to expand its footprint even further in the consumer



packaging world.

“Art brings a wealth of knowledge to our team that will allow us to grow as a strategic partner with our new and existing clients,” said Greg Petermeyer, chief operations officer of Sev-Rend. “His

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experience within the produce industry alone will allow Sev-Rend to build, manage, and maintain relationships with our current customer base along with expanding into several other key areas as well.”

Vega brings almost 30 years of experience to the Sev-Rend team ranging from packaging to marketing to sales. He most recently held the title of director of retail at Giro Pack USA Inc. He has also held such notable positions as director of procurement and sales with Charlie’s Produce and vice president of merchandising and marketing with SYSCO Corp.

“The amount of growth potential Art brings to our organization is exciting,” said Robert Williams, president of Sev-Rend. “We look forward to Art working with our team to help further strengthen relationships with our client base plus opening the doors for new business developments.”

“I am excited to be part of the Sev-Rend team,” said Vega. “Rob has invested deeply and strategically on the organization. Sev-Rend has always had solutions for fresh produce with tags/mesh, film/mesh, and pouches, but with investments in people and machinery, Sev-Rend is now also able to manage artwork, design and print pouch packaging solutions — including frozen items. All under the same roof and the best part is that it’s all in the USA. This is important in many ways, such as cutting lead times down significantly. Having a completely united team, all focused on customer success, is a great service we can provide to our clients.”

The addition to the management team is in line with Sev-Rend growth strategy. This gain on leadership is in parallel with the capital investments Sev-Rend has made over the past several years to support the needs of the packaging market. The addition of a new wide web press and pouch converting equipment are just some additional examples of Sev-Rend’s commitment to growth to support this ever expanding market.

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