

Patrice Kleim becomes Meljac's new Sales Manager

Meljac, the French manufacturer of luxury switches, has welcomed Patrice Kleim to its management team as France-Export Sales Manager. His brief will be to build on the brand's ever-accelerating growth. He replaces Ridwan Panchbhaya, who becomes Development Manager.

Working in close collaboration with Managing Director Jean-Michel Lagarde, Patrice's role will be to drive the company's growth and support its development ambitions.

“ Through this appointment, Meljac aims to continue and consolidate its strategy to boost its global presence. I am delighted with this new appointment, which aims to continue the work begun by Ridwan and optimise the existing sales strategy. As our brand begins to take on new proportions, Patrice's experience and values give us an added strength. ”

Jean-Michel Lagarde, Managing Director of MELJAC

“ My role, along with the team I head up, is to consolidate our presence on existing markets by optimising our distribution performance, establishing a sales strategy for each country and implementing the corresponding action plans. I am passionate about strengthening our sales policy and the expertise of our field sales teams. Being responsible for both sales and marketing will also help me plan structured product launches. ”

Patrice Kleim, France-Export Sales Manager, Meljac



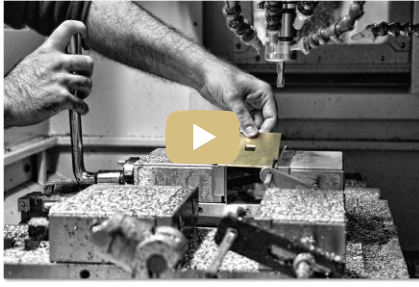
After completing a Master's in Economics and Management, then a European MBA with CESMA in Lyon, Patrice Kleim started his career in marketing at a bathroom fittings and heating manufacturer. He then joined the Brandt group, occupying several posts in the sales and marketing departments.

He served as the Marketing Manager of major French groups Dumeste and Sanitec, before moving to the Interior Glass department at Saint-Gobain in 2011, where he developed his knowledge of the interior decoration sector. He worked there for over 10 years, including 6 as Head of Glass Solutions for the Hospitality Industry.

He was attracted by Meljac's size, growth and potential, and looks forward to offering the company the benefit of his experience working for major groups in the interior decoration sector.

Ridwan Panchbhaya is now responsible for identifying new growth drivers and ensuring the brand takes advantage of them by communicating on Meljac's expertise to local market players (residential, hospitality, yachting, etc.). His role will also include developing key accounts and helping them build a global presence.





CREATED AND PRODUCED IN FRANCE



About Meljac

Created in 1995 by André Bousquet, the company (90 employees) designs high-quality electrical equipment using the finest materials.

With about 15 collections, MELJAC offers architects, decorators, electricians and private individuals a large range of options: switches, sockets, reading lights, casings for thermostats and home automation controls, etc. The brand is renowned for its bespoke creations. All products are 'Origine France Garantie' labeled. MELJAC is the first company in its business sector to obtain the EPV label (Living Heritage Company).

Its innovation and working methods are at the heart of its development, guaranteeing an optimum quality. Today the brand is available all over the world, with approximately 60 authorized dealers to help serve each their respective markets. The company has one subsidiary in the United States of America.

Some references: the Palace of Versailles, the Louvre Museum, Cartier and Chanel boutiques, the Hotels Four Seasons, Mandarin Oriental, Meurice, La Réserve in Paris, the Royal Mansour in Marrakech, the Intercontinental in Geneva, the Danieli Hotel in Venice...

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