**PRESS RELEASE**

January 2019

**RADIO SYSTEMS PETSAFE EUROPE LIMITED APPOINTS STEPHAN THOMECZEK TO LEAD GERMAN SALES**

Radio Systems PetSafe Europe Limited (RSPEL), parent company of PetSafe® Brand today announces it has appointed Stephan Thomeczek to be its new German Sales Manager. The appointment follows the recent EMEA sales team appointments of Sales Director Nicki Hamilton and Business Development Manager Alex Bewley.

In the role, Stephan will be responsible for both PetSafe® Brand and SportDOG® Brand sales and business development in all channels across Germany, Austria, Switzerland and Netherlands. He will be based out of Dusseldorf, Germany and report into Nicki Hamilton.

Stephan has 22 years’ experience in the pet industry, holding successful management positions in a variety of businesses including Tetra, Nestle Purina, Vitakraft and most recently as Country Manager at WellPet. In his roles he has often built up businesses from scratch and is adept at delivering exemplary sales strategies.

Commenting on his new role, Stephan said: “I am thrilled to be joining the RSPEL team. The business has an excellent reputation in the industry and is also very consumer-centric, with the strong emphasis it places on both product innovation and outstanding service. I am looking forward to using my expertise to drive sales in a key region for the business.”

Nicki Hamilton added: “Stephan brings a wealth of experience to this role, both in terms of his in-depth industry knowledge and his networks of contacts. We’re really excited about this appointment as we seek to further expand in central Europe and are looking forward to what Stephan brings to the team.”

ENDS

**Notes to editors:**

**About Radio Systems Corporation**

Radio Systems Corporation is a manufacturer of specialist pet and hunting products under the banners of PetSafe**®** and SportDOG® Brand respectively. The business was founded in 1991 and has its headquarters in Knoxville, Tennessee. It boasts unrivalled in-house, state-of-the-art engineering and R&D departments, which are 100% committed to research, innovation and quality.

**About PetSafe® Brand**

PetSafe® is a global pet product expert with its headquarters in Knoxville, Tennessee. Wide-ranging innovative products are available across the PetSafe® portfolio including training, containment, lifestyle and wellbeing product solutions. Visit [www.petsafe.com](http://www.petsafe.com) for further details or connect on Facebook, Twitter or Instagram.

**About SportDOG® Brand**

SportDOG® Brand is owned by Radio Systems Corporation, a manufacturer of electronic dog-training products and accessories, based in Knoxville, Tennessee. SportDOG® product lines include training e-collars, GPS tracking and training systems, bark control collars and other training aids. Visit [www.sportdog.com](http://www.sportdog.com) for further details.

**For more information about Radio Systems products visit:**[**www.petsafe.com**](http://www.petsafe.com/uk) **and** [**www.sportdog.com**](http://www.sportdog.com) **or contact Nicola Ennis, Toast PR;** **nicola@toastpr.co.uk**