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PRESS RELEASE - NEW CEO JOINS MICVAC

Swedish food tech company, Micvac, has hired Michael Bogdanski as its new CEO. He is taking over from Håkan Pettersson, under whose leadership the company enjoyed considerable international expansion and accelerated growth.

Bogdanski, the new CEO, has extensive international experience at a senior executive level. His strong track record in the fast-moving consumer goods sector includes developing and implementing sales, marketing and innovation plans to drive growth and deliver business results. He has held numerous successful roles in leading global companies, and has lived and worked in the USA, UK, Germany and Sweden.

Most recently he was President of the North American division of Deb Group, the UK-based occupational skin-care and hand-hygiene company. Prior to that, he spent ten years in sales, marketing, and general management at SCA, now Essity, a Swedish hygiene and health company, as well as nine years in marketing and product development at Procter & Gamble.

"I am very enthusiastic about the opportunity to lead Micvac into its next phase of growth," says Bogdanski. As a former owner of an award-winning "farm-to-table" restaurant and investor in an upscale bakery, his enthusiasm for culinary matters comes as no surprise. He intends to bring his appreciation and knowledge of high-quality food to his new role at Micvac: "In our fast moving world, there is often little time to prepare meals from scratch, both at home and in commercial kitchens. The highly inventive Micvac technology with its patented whistle-when-ready valve enables the creation of prepared meals with a long shelf life and of excellent quality."

Micvac is acquiring new customers all over the world taking new market shares in the chilled ready meals' sector. *"Michael will bring his competence in international*



business and team building into the organisation. We will also profit from his B2C experience, which will help Micvac be even more open to consumer demands in a fast changing environment”, says Anders Brännström, Chairman of the Board of Micvac.

The Micvac method

Micvac has developed an innovative and safe ready meal production method that utilises in-pack cooking and pasteurisation in one smooth continuous process. Each tray or pouch is filled with fresh ingredients and sealed, the meal is then cooked and pasteurised while passing through a microwave tunnel. Key to this process are Micvac’s patented packaging components: the Micvac tray and the unique Micvac valve.

The Micvac method provides solutions for the ready meal market, with a focus on microwave cooking and food service applications. For Micvac customers, it opens up new ways of targeting the modern consumer with a high degree of convenience and high quality products. The ingenious Micvac valve isn’t only crucial for the production, but also at home at the consumer. The valve whistles once the food has reached an even eating temperature. The equipment with the required production capacities along with Micvac packaging is delivered directly to producers, enabling them to focus on recipes and content. The chilled ready meals are placed in the refrigerated display section and they have an extended shelf life without the need of any additives. All this means less waste in the food chain. These two benefits constitute key selling points in the food retail and food service industries.





About Micvac

Micvac is a food tech company that provides fresh ideas for the production and packaging of chilled ready meals. The company was founded in 2000 and is headquartered in Mölndal, Sweden. Its innovative production method for ready meals is now available around the world. Apart from the company's core markets in Sweden, Norway and Finland, Micvac also operates in for example Belgium, Poland, South Korea, Chile and Australia. The company continues to grow and is expanding into the food service industry where it is also developing new production methods.

Micvac develops products and solutions in close co-operation with its customers. Producers are able to refine and test recipes at Micvac's in-company "pilot plant". This allows them to tailor products to the needs of their partners in the food retail and food service sectors.

Read more about Micvac on www.micvac.com

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Caption:



Picture 1: Michael Bogdanski / CEO Micvac AB
(Photo: Micvac AB)

