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FOR IMMEDIATE RELEASE

**Sten Andersen Named General Manager of
SICO Incorporated's Middle East Office***Innovative leader brings diverse design and business experience to vital role.*

Minneapolis, MN, May 1, 2017 – SICO Incorporated is proud to announce that Sten Andersen has been named General Manager of the company's Middle East office. In his new role, Sten will leverage his diverse business experience to manage daily operations while also providing strategic direction for the office. He will report to SICO® President and COO, Ken Steinbauer.

Sten's comprehensive responsibilities will include overseeing all strategic functions such as sales, marketing, new business acquisition and major project tendering across the Hospitality, Venue, Government and Education sectors, as well as all logistics, manufacturing, financial direction and staff management.

Prior to joining SICO®, Sten built a distinctive career in furniture design and sales, export management and business development – including working more than eight years in growing Middle East markets. He spent several years as General Manager for Zoluti in Dubai, U.A.E., and held Middle East Sales and Business Development Manager titles at Fritz Hansen as well as Silent Gliss. In addition, Sten's diverse educational background includes a degree in Business and Management from England's University of Northampton along with a Design Technologist AP Degree in International Sales (Fashion & Lifestyle) from Denmark's TEKO Center.

“Having experience in both design and business development, I’ve always appreciated the quality and innovation that go into SICO® products,” said Sten. “And I look forward to representing the SICO® brand in the Middle East markets that I know so well. It’s a thriving area in the global economy and I’m excited to help our customers discover why SICO® is the premier choice for solving their space utilization challenges.”

Ken feels Sten’s background and passion make him a perfect fit for the job. “Sten is a talented, dynamic and results-driven manager that excels in customer relationship development and knows how to optimize business performance and growth. He has a unique ability to tap into the right market trends and align sales and marketing strategies to satisfy customer needs while driving revenue. We’re fortunate to have someone of his caliber and background in the Middle East region, and we’re confident that he will add to the SICO® brand’s reputation as a global leader in space utilization products.”

About SICO Incorporated

SICO® is the global leader in mobile folding and rolling, space efficient products that help customers optimize their use of space. The detailed engineering and superior manufacturing that goes into every SICO® product is supported by a strong warranty program and excellent customer service. In addition to mobile folding cafeteria tables, SICO® manufactures and sells [portable dance floors](#), [catering tables](#), [room service tables](#), [food warmers](#), [luggage carts](#), [mobile buffet stations](#), [portable stages](#), [choral risers](#), [mobile sleepers](#), [crowd barriers](#) and [wallbed systems](#). SICO Incorporated is headquartered in Minneapolis, Minnesota, USA with additional offices in Europe, Asia and Australia.

For additional information, please visit SICO® at: www.sicoinc.com.

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