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FOR IMMEDIATE RELEASE

**Mike Bundock Named Managing Director of SICO<sup>®</sup> Europe**

*Experienced, eclectic leader takes over SICO<sup>®</sup> strategic responsibilities for Europe Business Unit.*



**Minneapolis, MN**, November 2017 – SICO Incorporated is proud to announce that Mike Bundock has been promoted to Managing Director of the company's Europe Business Unit. Elevated from his previous role as Finance Director of SICO<sup>®</sup> Europe, Mike will now assume total responsibility for the company's business performance in the territory – including product manufacturing, logistics, finance, sales and marketing. He will report to SICO<sup>®</sup> President and COO, Ken Steinbauer.

In addition to leading the SICO<sup>®</sup> Europe team and managing daily operations, Mike will oversee strategic initiatives such as potential new business acquisitions and major project tendering across the Hospitality, Venue, Government and Education sectors.

As Finance Director, Mike was responsible for all aspects of finance within SICO<sup>®</sup> Europe. Since joining SICO<sup>®</sup> Europe in 1989, he has been promoted to Accounts Office Manager, Financial Controller, Company Secretary and Finance Director. Mike's extensive and diverse business career also includes over 35 years of management in a wide range of organisations, including Canterbury Cathedral, Esselte Letraset and Christie & Co.

A firm believer in the importance and power of education, Mike has an eclectic scholarly background. In addition to studying business, he attained his ACCA accounting qualification as well as two post-graduate degrees – including an MBA. Mike is also a published author and is currently Chairman and Trustee of his local history society.

“Having a solid financial background and deep understanding of our business will be a tremendous advantage as I lead the SICO® Europe team,” said Mike. “And I believe that my unique educational experience and interests help me to look at issues a little differently and inspire creative solutions for our customers. The European region is rich in opportunity and I look forward to showing our customers why, when it comes to solving their space utilization challenges, SICO® is the name to trust.”

Steinbauer is equally excited about the future for Europe and the smooth transition created with Bundock’s new role. “Mike already has such a strong foundational knowledge of the business unit and what our customers are looking for,” he said. “With his deep financial understanding, creativity and dedication to customer service, he’s the right leader at the right time for SICO® Europe. Customers can expect a great experience with every interaction with our SICO® team, and we look forward to helping them become more efficient with their spaces and increase their return on investment.”

### **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](http://www.sicoinc.com).

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