

For more information contact:

Pat van der Lugt
Director of Marketing
7525 Cahill Road
Minneapolis, MN 55439
Phone: 1-952-941-1700
e-mail: pvanderlugt@sicoinc.com

FOR IMMEDIATE RELEASE

**Barry Shepherd Named General Manager of SICO® Incorporated's
South Pacific Region**

Proven sales leader reports to SICO® CEO Chris Wilson.



Minneapolis, MN, August 1, 2016 – SICO® Incorporated Chief Executive Officer Chris E. Wilson is proud to announce Barry Shepherd as General Manager of the company's South Pacific region. In his role, Barry will be responsible for the management and strategic direction of the SICO® South Pacific operation encompassing Australia, New Zealand, South Pacific Islands and Southern Africa.

Barry will oversee all strategic functions including 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.

Before joining SICO®, Barry held a variety of senior management and enterprise account sales positions in the sporting and liquor industries. A proven sales leader and business innovator for companies ranging from St. George Illawarra Dragons Rugby League Football Club to Fosters Australia to Southcorp Wines Australia, he has implemented strategies to help organizations thrive in the growing, highly competitive South Pacific region of the global economy.

"I am excited to be working with the SICO® South Pacific team and build on the great work already performed by my predecessor, Jamie Hurst," said Barry. "The South Pacific region is filled with opportunity and I look forward to showing customers why SICO® is the smart choice for the most innovative, quality-built space utilization products and the best overall value."

Chris praised Barry's accomplishments and describes him as a pivotal leader for SICO® in the region. "On the behalf of the board, I'm excited have Barry on our management team and look forward to many years of success in this key region of the world economy," he stated. "Barry's leadership skills, ability to build partnerships and experience in the region make him a perfect fit for the SICO® South Pacific team. I know he will help SICO® grow as a global leader in the mobile folding furniture industry."

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.

#

