

Accu-Label and Ag-Tronic Control Systems would like to welcome Rod Baeini as Accu-Label's new GM and VP of Sales. Rod has been in the greenhouse industry for most of his professional career. He brings to Accu-Label years of experience and a wealth of knowledge in the packaging industry.

Starting at the family farm on a young age, he developed a keen appreciation for the grit and determination that goes into harvesting and packaging fresh produce. Since then, he's seen his development as a leader grow and cover many aspects from business and product development, purchasing manager to GM and VP Sales at Orora Fresh before joining Accu-Label.

'Accu-Label has been the leader in sustainable offerings and automation for many years. Joining this fast-growing company and increasing our product offerings is the common goal that President Joe Sleiman has envisioned since starting the business back in 1991', says Rod.

Accu-Label is looking forward to being at the Pack Expo in Las Vegas and the PMA in New Orleans this year to show it's expanded offerings and sustainable solutions. We have been printing PAPER PLU's before sustainability became such a hot topic and the recent partnership with Zespri has only reconfirmed what we have been saying for years, "We consider food safety and environmental requirements above all".