

PRESS RELEASE – August 26, 2025

Eric M. Holdt Appointed National Sales & Distribution Manager at HACO USA

HACO USA announces the appointment of Eric M. Holdt as National Sales & Distribution Manager, effective August 25, 2025. Holdt will oversee national sales strategy, distribution operations, and dealer relations for HACO's U.S. market.



Holdt succeeds Michael De Witte, who will transition to a new role leading HACO development in South Africa. Both Eric and Michael will be based in Houston during the transition period and will attend FABTECH 2025 alongside the HACO USA commercial team and a delegation from Belgium.

Holdt brings extensive experience in international sales and distribution, having driven growth and operational improvements in established markets. At Huntsman, he increased distribution by over 35% in under two years through regional sales restructuring and deeper distributor partnerships. He has also led cross-functional go-to-market launches and digital transformation initiatives, including CRM adoption and territory optimization.

"My decision to join HACO was driven by its long-standing reputation and commitment to innovation," said Holdt. "I'm excited to contribute during this period of growth and transformation, and to work closely with our customers and partners."

Holdt's immediate priorities include:

- Gaining a deep understanding of current customers and partners
- Auditing and optimizing the U.S. distribution footprint
- Aligning with dealer strengths to deliver win-win solutions

He emphasizes a customer-focused approach: "Supporting our customers means being present, responsive, and offering more than just equipment. We aim to help them improve efficiency, reduce downtime, and stay competitive in a rapidly evolving market."

HACO continues to build on its 60-year legacy of quality and reliability, investing in automation, smart software, and customer-centric solutions. The company is well-positioned to support U.S. manufacturers as reshoring and advanced manufacturing trends accelerate.

"Eric M. Holdt is a seasoned manager with extended experience in sales and distributor management who will further grow HACO in the US market" said Angelo Steen, Business Unit Director, HACO Group Sheet Metal. "Please join me in welcoming Eric to the HACO family."

About HACO Group Sheet Metal

HACO Group Sheet Metal is a global leader in the design and manufacture of high-quality sheet metalworking machinery. With over 60 years of expertise and a commitment to innovation, HACO provides a comprehensive range of products, including press brakes,



shears, punches, and laser cutting systems, tailored to meet the needs of modern sheet metal fabricators.

Driven by a passion for precision and reliability, HACO combines advanced technology with proven craftsmanship to deliver durable, efficient, and user-friendly solutions. Our global network of production facilities, sales offices, and service centers ensures close customer support and rapid response worldwide.

At HACO, we continuously invest in research and development to bring cutting-edge solutions to the market, helping customers improve productivity and stay competitive in a rapidly evolving industry.

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About HACO USA

HACO USA, formerly known as HACO Atlantic, is the North American division of the HACO Group. Based in Houston, Texas since October 1982, HACO USA delivers advanced sheet metalworking solutions—including press brakes, shears, punches, and laser cutting systems—tailored for the U.S. market. Supported by over 60 years of engineering expertise and the global resources of the HACO Group, HACO USA provides high-quality, reliable equipment and responsive local service. Our local team ensures rapid delivery, technical support, and customer care nationwide, helping fabricators improve productivity and stay competitive in a dynamic manufacturing environment.

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