

Kärcher UK bolsters leadership team with appointment of new Professional Sales Director

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Kärcher, the global leader in cleaning technology, has announced the appointment of Chris Lett as Professional Sales Director for Kärcher UK. With extensive experience in industrial distribution and technical sales, Chris will play a key role in driving Kärcher's professional sales strategy.

With a background in engineering and over 15 years of experience in the industrial distribution space, Chris has worked in private, public, and private-equity businesses. Notably, his roles as Professional Sales Director for UK&I at Arco and as Professional Sales Director at RS Components have honed his expertise in sales strategy, customer engagement and performance leadership, positioning him as a versatile leader capable of driving significant growth and success.

Innovation will remain at the forefront of Chris' vision for Kärcher, helping to re-connect with existing customers, expand the customer base into new industries, and solidify Kärcher as the first choice in the cleaning industry.

As a world leading business known for its exceptional German technology, Kärcher is committed to investing in great talent at all levels of the business. Through developing a strong leadership team, Kärcher remains at the forefront of innovation, driving growth and continuing to deliver high-quality, customer-focused solutions.

Chris Lett, Professional Sales Director at Kärcher UK, commented: "The opportunity to grow Kärcher excites me greatly, as it's a brand I have always respected for its company values, rich heritage and strong

brand equity. As Professional Sales Director, my focus will be on supercharging growth over the next five years through strengthening relationships with our customers in all channels, and ensuring we excel in our core product categories. Through doing the basics brilliantly and tackling customers pain points we can drive sustainable success”.

Simon Keeping Managing Director at Kärcher UK, commented: “Chris brings a wealth of knowledge and a results-driven mindset that aligns perfectly with our vision. Kärcher has a rich history of creating exceptional products and as we move forward, our focus is not only on maintaining our legacy of excellence but on taking the business to the next level – embracing sustainability, advancing our automation offering, and expanding into new industries. Chris’ leadership will be instrumental in driving this transformation and we are thrilled to have him on board.”

For more information on how Kärcher continues to lead the industry with innovation and cutting-edge technology, please visit <https://www.kaercher.com/uk/>