



Loadstar Sensors Appoints Art Koehler as Director of Sales

Loadstar Sensors, Inc., a leading designer and manufacturer of capacitive sensors, is pleased to announce the appointment of Art Koehler to the position of Director of Sales.

Art, who holds a Business degree from New England College, was formerly the Director of Sales and Marketing for the Americas at Vishay BLH in Norwood, MA – the leading supplier of precision load cells, instrumentation, scales, and complete process weighing systems.

Art has over thirty years of experience in marketing process control systems, load cells and specialty transducers. He has a proven track record managing sales teams to satisfy customer requirements and to achieve strategic goals.

"We are excited that such a highly regarded and accomplished industry veteran has joined our team. Loadstar Sensors has great new products to offer based on our disruptive new technology. Art can help us communicate our value proposition, build sales channels and rapidly penetrate the marketplace." said Div Harish, the CEO and Co-Founder of Loadstar Sensors, Inc.

About Loadstar Sensors, Inc.

Established in 2004, Loadstar Sensors, Inc. is a leader in the design and manufacture of capacitive sensors for automotive, aerospace, medical device, industrial and consumer applications. Loadstar's capacitive load (force/weight) sensors offer high sensitivities in an easy to use, mechanically robust, low profile package at an unprecedented price. Loadstar Sensors offers OEMs the ability to incorporate load sensors into mass market products where existing load measurement solutions were neither reliable nor economically feasible. Our strategy is to partner with leading players in specific markets to develop and introduce innovative products that create significant value for our customers.

For more information, please visit: <http://www.loadstarsensors.com>

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