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A new dynamic for the TMAS board

TMAS – the Swedish Textile Machinery Association – has appointed three new members to its board.

Jerker Krabbe of Eton Systems, Semir Pačica of Baldwin Technology and Sven Öquist of Coloreel will contribute a wealth of experience from a wide range of industries to the association.

Jerker Krabbe joined Eton Systems – a leader in intelligent overhead conveyor systems – as CEO six months ago, and has more than 25 years of commercial, operational and international experience within several well-known companies such as Electrolux, Husqvarna, Gunnebo and Assa Abloy, and most recently as CEO of Sector Alarm AB.

“Eton Systems has implemented a number of growth and innovation strategies in recent years that have contributed to the company’s leading market position,” he says. “After six months, I’m finally getting to grips with the complexity of the textile industry and happy to be contributing my commercial experience to both Eton and the board of TMAS. I want to continue to broaden my knowledge within the textile industry, but also learn and share my experiences with the team.”

“The textile machinery industry is moving forward fast on a digitalization journey which I believe will benefit countries like Sweden,” he adds. “There is a growing trend of reshoring manufacturing back to developed countries and therefore a need for further automation. Here I think many members of TMAS can contribute and really take advantage of the change. It will also be increasingly important to have an environmentally positive footprint and I think that is a huge opportunity for us as an association to work together.”

Semir Pačica has a master’s in finance and started his career at the SEB banking group before joining Baldwin Technology five ago. He is now managing the company’s process improvement and performance.

“This is an exciting role as Baldwin Technology continues to make inroads with its game changing non-contact spray technology for the textile finishing sector,” he says. “I’m data driven, have an analytical mind-set and an eye for marketing, combined with a drive and an enthusiasm to learn. I’m happy to be contributing to improving the market exposure of all TMAS members and the targeted customer approach taken by the association.”

Sven Öquist joined Coloreel as Vice President of Sales in April this year. He has an international background with previous positions as Managing Director/CEO for a number of Swedish companies. He has also led the global sales team at Polestar, the electrified brand of Volvo Cars.

“We grew the company from being a small privately-owned brand to becoming Volvo Cars third best selling accessory globally,” he says. “I think I can contribute a lot of what I learned on that journey to both Coloreel and the TMAS board. My job at Coloreel is to build a global sales team and structure with local presence in several markets as the company continues to generate

industry excitement with its instant thread coloring technology for more creative and more sustainable embroideries.”

“I’m happy to welcome Jerker, Semir and Sven to the TMAS board,” says TMAS Secretary General Therese Premler-Andersson. “They will bring fresh perspectives and experiences and an altogether new dynamic to the table.”

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Picture caption:

The new TMAS board members (left to right) Sven Öquist, Jerker Krabbe and Semir Pavlica.