



New partner, new perspectives: KOCH Robot Systems expands international sales network in China

New perspectives with future potential

Dernbach, October, 23, 2025 – Establishing new contacts, strengthening existing partnerships, and discovering current industry trends: with these goals in mind, Thomas Theis, Head of Sales & Project Planning, and Jan-Henning Röseler, Business Development Manager and converting expert at KOCH Robotersysteme, attended this year's K trade fair in Düsseldorf – the international meeting place for the plastics and rubber industry.

The focus was on numerous discussions with customers to exchange information about current projects, discuss new developments, or simply get back in touch personally. And this personal exchange was worthwhile in many ways – because at the booth of a long-standing partner, Jan-Henning Röseler came into contact with Phini Wang, an experienced industry professional who has been working for over ten years as a representative of one of our long-standing partner companies in the converting industry in China. The discussions took place on an equal footing from the outset, and it quickly became apparent that both sides were thinking along the same lines and that there was great potential for closer cooperation. "Sometimes you just meet the right people at the right time – and at the K trade fair, it clicked immediately," says Jan-Henning Röseler enthusiastically.

New partnership with vision: Phini Wang represents KOCH in China

The initial contact at the trade fair quickly led to concrete cooperation: in the same week after the K trade fair, Phini Wang was already visiting KOCH in Dernbach to get to know the team and gain a deeper insight into the company's work. This speed shows that both sides knew immediately that the chemistry was right.

With his company JW Extrusion Winding Film Technology, Phini Wang will act as the regional representative for China, building bridges between KOCH Robot Systems and the Chinese converting industry. The aim of the collaboration is to strengthen KOCH's presence in the Chinese market and support local customers with innovative automation solutions.

"In the converting sector in particular, it is crucial to really speak our customers' language – both technically

and culturally," emphasizes Jan-Henning Röseler. "With Phini Wang, we are not only gaining an experienced market expert, but also someone who builds bridges – linguistically, professionally, and personally."

Focus on China – a market with huge potential for automation

China is now one of the largest and fastest-growing markets for industrial automation worldwide. Studies show that demand for automation solutions has been rising steadily for years, with annual growth rates of around 8 to 10 percent. The reason: Chinese companies are also increasingly facing the challenge of finding qualified specialists.

Automation is therefore no longer a luxury, but the logical response to rising production requirements – especially in the converting sector, where efficiency, precision, and flexibility are crucial.

"We see enormous potential in the Chinese converting market in particular. The demand for efficient, flexible solutions is growing rapidly – and this is exactly where we can score with our experience and our modular system solutions," explains Jan-Henning Röseler.

Powerful solutions, clear advantages – KOCH Big Five

With his many years of experience in the field of slitter rewinders and extrusion, Phini Wang brings valuable expertise and a strong network to the partnership. KOCH Robot Systems, in turn, wants to convince its customers and partners in the Chinese converting industry of the benefits of the KOCH Big Five – five standardized, combinable automation modules that can be individually adapted to any production process: unloading, labeling, packaging, palletizing, and load securing.

These modules form the heart of many KOCH solutions and enable a wide variety of production processes to be designed efficiently, economically, and with a view to the future. With their modular system architecture, both simple and complex processes can be mapped – a clear competitive advantage for companies that focus on quality and productivity.

For the converting sector in China in particular, this combination opens up new opportunities to optimize production processes in a targeted manner and increase the level of automation step by step. "Phini Wang is the perfect 'connector' for us – he knows the market, the people, and the machines. Together, we can really make a difference in China!" says Jan-Henning Röseler with a wink.

Stronger together – globally networked

With its new regional representation in China, KOCH Robot Systems is further expanding its international sales network. The company has been working successfully with external partners in Austria, Turkey, Poland, and Germany for many years – these partners primarily serve the food, chemical, packaging, and pharmaceutical industries. With Phini Wang as representative for the converting sector in China, KOCH is now specifically adding a specialist for this market to its network. "Phini Wang is the perfect addition to our global network," says Jan-Henning Röseler. "He understands the dynamics of the Chinese market – and knows what really matters in the converting sector. Together, we will generate exciting momentum there."

Conclusion: The future made by KOCH – powered

Whether in Europe or Asia, KOCH Robot Systems stands for intelligent automation solutions, active partnerships, and global customer proximity.

With Phini Wang as an experienced representative in China, KOCH is not only expanding its sales network, but also opening the door to one of the most exciting markets of the future – with a wealth of experience, enthusiasm, and the right sense of timing. Our converting duo, Jan Henning Röseler and Jan Hoffmann, are already looking forward to working with Phini Wang. A first joint project in China is already in the pipeline – a promising start to a partnership with a future.

About KOCH Robot Systems:

KOCH Robot Systems is a highly specialized robot systems provider that develops efficient and sustainable automation solutions for filling, depalletizing, palletizing, picking, and packaging in all areas of manufacturing.

With a focus on advanced technologies and customer-specific adaptations, KOCH Robot Systems has established itself as an experienced partner for tailor-made plant concepts. We plan and implement flexible robot systems as integrable individual systems or turnkey complete systems. We rely on robot manufacturers KUKA and ABB. These highly qualified partners provide even more industry-specific expertise.

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