LEMKEN Iberia strengthens its Technical Services

Since September 1, Alejandro Torre has joined the Iberian subsidiary of Lemken to take over the Technical Service of the German firm in Spain and Portugal.

Alejandro Torre is Agronomist by the Polytechnical University of Madrid and has worked in multinational companies of agricultural machinery. He is the author of patents "Electronic device and method of protection against overturning for agricultural, forestry and public works vehicles" and "Harvester of horticultural and aromatic plants". It also combines his professional career with the care and management of the family farm in Guadalajara, where he grows corn, green olives, almonds and vineyards.

Alejandro will be the key contact for technical issues of Lemken products in Spain and Portugal, organize and conduct training sessions for distributors and farmers, support to distributors of Lemken on technical issues and administers the guarantees, create technical reports for service department and R & D and assist during commissioning of machinery. He also actively organize and conduct demonstrations, field days, fairs and sales promotion activities.

Based in Germany, Lemken is one of the leading manufacturers of machinery for soil preparation, planting and crop protection worldwide. This family business with a tradition of over 230 years in 2012 established its subsidiary LemkenA for Spain and Portugal. With the addition of this new coach, the renowned brand aims to strengthen its presence in the Iberian market.

Source: Lemken