

Press Release



FOR IMMEDIATE RELEASE

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Swisslog Names Caffrey Vice President of Sales

DENVER, Colo. (Sept. 20, 2011) – Swisslog, a leading provider of automated materials transport and medication management solutions for hospitals, today named Rich Caffrey vice president of U.S. sales for its [Automated Drug Management Systems \(ADMS\)](#) business unit.

Caffrey joined Swisslog earlier this year as a regional sales manager. In his new role, he will manage the team of ADMS regional sales managers and sales support staff.

The ADMS product portfolio includes PillPick, BoxPicker, MedPickRX, ATP High-Speed Packagers, Inventory Management Software, and [MedRover](#). Collectively, these medication management solutions streamline and optimize the operations of both in-patient and out-patient hospital pharmacies. From the packaging of bulk medications to storage, dispensing and logistics, Swisslog’s ADMS products help hospitals reduce or eliminate dangerous medication errors while improving the speed and efficiency of the drug supply chain.

“In his previous positions and during his time with Swisslog, Rich has shown the kind of leadership and drive that make him the ideal person to serve as our next VP of sales,” said ADMS Vice President Ben Hinnen. “The entire ADMS team is excited to work with Rich on expanding Swisslog’s automated medication management presence in the U.S.”

Prior to joining Swisslog, Caffrey was the national accounts manager at Omnicell, Inc. Before that, he held sales and sales management positions at Alaris Medical Systems and The Upjohn Company.

Caffrey earned a Bachelor of Science degree in Cellular Biology from the University of Kansas.

swisslog

Swisslog Healthcare Solutions is the leading supplier of logistics automation solutions for healthcare facilities. Swisslog has installed [automated materials transport](#) and [medication management](#) systems in more than 3,000 hospitals around the world, including more than 2,000 in North America. Swisslog offers total systems design, manufacturing, installation and customer support providing a complete supply chain management approach to the logistics challenges of hospitals. The North American division of Swisslog Healthcare Solutions is based in Denver, CO.

About Swisslog

Swisslog is a global provider of integrated logistics solutions for warehouses, distribution centers and hospitals. Its comprehensive services portfolio ranges from building complex warehouses and distribution centers to implementing Swisslog's own software to intra-company logistics solutions for hospitals.

Swisslog's solutions optimize customers' production, logistics and distribution processes in order to increase flexibility, responsiveness and quality of service while minimizing logistics costs. With years of experience in the development and implementation of integrated logistics solutions, Swisslog provides the expertise that customers in more than 50 countries rely on.

Headquartered in Buchs/Aarau, Switzerland, Swisslog currently employs over 2,000 staff in about 20 countries worldwide. The group's parent company, Swisslog Holding AG, is listed on the SIX Swiss Exchange (security number: 1232462, Telekurs: SLOG, Reuters: SLOG.S). For more information, visit www.swisslog.com.

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The logo for Swisslog, featuring the word "swisslog" in a lowercase, sans-serif font. The letters are a dark red color, and the "i" in "swiss" has a white dot. The logo is set against a light red rectangular background.