

AP Dataweigh Pegs Pair of Bulldogs to Bolster Sales and Marketing

Checkweigher Manufacturer Makes Additions During Pandemic



Cumming, Jun 4, 2020 ([Issuewire.com](https://www.issuewire.com)) - AP Dataweigh Inc., a dynamic in-motion scale and checkweigher manufacturer today announced the hiring of two appointments geared toward strengthening the company's sales and marketing strategies.

The original equipment manufacturer, based in Cumming, Ga., announced the hiring of Wayne Jenkins as sales manager and Todd Callahan as marketing manager, according to company owner Ed Stanczak.

"These are important appointments for AP Dataweigh, and I am excited about the future of the company," said Stanczak, who purchased the company with his wife, Myrna, in 2010. "We are adding a combined 45 years of experience, and the fact they are both Bulldogs fit right into our sweet spot."

Jenkins, a graduate from the University of Georgia, spent six years in the U.S. Navy. He has more than 20 years of professional sales experience, including more than a decade of sales experience in manufacturing. His most recent position was in construction sales.

“I have been successful in my previous positions because I believe building lasting relationships with clients,” said the father of three girls. “I know this is obtained by following through on the promises I make to my clients.”

Callahan, who also graduated from Georgia, joins AP Dataweigh following 15 years as an award-winning writer and editor with various publications around the Atlanta area, including the Marietta Daily Journal and Cherokee Ledger-News. For the past four years, Callahan was the marketing communications specialist at Chart Industries, a global cryogenics manufacturer.

“I consider myself a professional storyteller,” the Canton, Ga., resident said. “I am eager to tell the story of AP Dataweigh and its products.”

Despite the COVID-19 outbreak causing the world to dip into a recession and manufacturing grinding to a halt, AP Dataweigh is emerging from the pandemic and is financially healthy, according to Stanczak.

In addition to the two appointments, the company has upgraded office equipment and is releasing a new ZM615 controller that is an upgrade and replaces the obsolete GSE665. The robust roster of clients will be able to upgrade the obsolete equipment at a fraction of the cost.

AP Dataweigh also is developing its own proprietary weighing system that will integrate with Allen-Bradley and B&R equipment.

About us

AP Dataweigh, Inc., is a dynamic checkweigher manufacturer serving the diverse checkweighing needs of the global market while taking pride in its made-in-America product line. Established in 1994, AP Dataweigh continues to meet the demand for 100 percent product inspection and accommodates an ever-increasing reliance upon conveyor scales. AP Dataweigh checkweighers are designed to integrate seamlessly into production lines throughout many manufacturing and packaging operations and are a necessity for manufacturers and packaging plants who must look out for out of tolerance products, overweight/underweight packages, checking for missing components, or sorting by weight for distribution.



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