



TECHNICAL WRITING SAMPLES

# ANNA KINGSLEY

Please note: most of the formatting and pictures etc. have been stripped off these documents to focus them on the writing!

I have another portfolio that focuses on other aspects of my marketing skills and writing, such as: content for websites, social posts, pitch decks, ads, design, branding etc.

[Anna@annakingsley.com](mailto:Anna@annakingsley.com)

+972.52.6821257

STRICTLY PRIVATE & CONFIDENTIAL



## BLOG: The COBOL Coronavirus Catastrophe

In these unprecedented coronavirus times, most companies are facing major challenges. With headcount freezes and new business on hold, there's never been more pressure to reduce costs, and quickly. If you want to be a serious competitor, more than ever before, digital transformation is critical, not just to reduce TCO but also to enhance workflow performance for a better customer experience. Clever architects are realizing they can take advantage of this COVID-19 downtime to embark on their digital transformation to get their business running leaner and faster.

### Legacy Mainframes and The Impact of Coronavirus

It may be hard to believe, but mainframes are still handling 87% of credit card transactions and 71% of the Fortune 500 companies are still using them. In addition, much of the public sector is still on legacy platforms.



While running legacy systems can be a cost-effective solution in times of predictable use, these systems begin to fail when pushed to their capacity in times of unpredictability, like mass layoffs during COVID-19. The system designs did not take scalability at this level in mind, they only focused on cost cutting with no upgrades that ran at a specific level. Works fine for most of the time, but breaks spectacularly when stressed. With unemployment expected to rise to 20% in the USA, due to the coronavirus, the US unemployment processing system has already started to crack.



New Jersey's unemployment website has literally collapsed under the weight of more than 200,000 applications a week. Such systems are over 40 years old and are written in COBOL (which was developed in 1959) - now there's a blast from the past! The situation is so bad that calculating unemployment benefit as it's normally done could take up

to five months with such outdated systems, so Congress is going to give workers a flat of \$600 extra per week for unemployment instead.

[Now is your time](#) if you know COBOL and want to come out of retirement! You're a rare breed and the US unemployment office desperately needs your help. COBOL hasn't been taught for decades, so there's just no one around to fix these platforms. Even educational institutions, are stepping up to offer free COBOL training to help the government and enterprises with these overloaded systems.

```

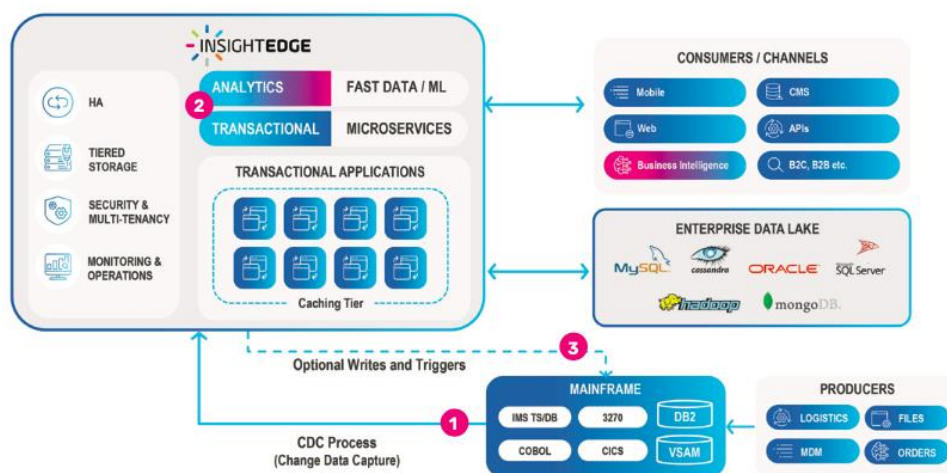
000024
000025
000026
000027
000028
000029
000030
000031
000032
000033
000034
000035
000036
000037
000038
000039
000040
000041
***** Bottom of Data *****
PROCEDURE DIVISION.
0001-MAIN.
    INSPECT FUNCTION REVERSE(STR-1)
        TALLYING WS-LEN1 FOR LEADING SPACES.
    COMPUTE WS-LEN = LENGTH OF STR-1 - WS-LEN1.
    DISPLAY WS-LEN.
    MOVE 1 TO I.
    MOVE WS-LEN TO J.
    PERFORM REV-PARA WS-LEN TIMES.
    DISPLAY STR-1.
    DISPLAY STR-2.
    GOBACK.
REV-PARA.
    MOVE STR-1(J:1) TO STR-2(I:1).
    SUBTRACT 1 FROM J.
    ADD 1 TO I.
    EXIT.

```

## Digital Transformation: A Complete Solution - GigaSpaces

Moving away from a typical mainframe legacy system may be daunting but there are companies out there that make it completely doable. [GigaSpaces](#), for example, provides an award-winning solution for consuming legacy data and processes it as digital assets in a modern, robust and secure in-memory application grid. You can scale data usage easily (and at a fraction of the cost) without relying on stale information or hard-to-manage data lakes. All the while seamlessly bringing innovation to your mainframe. If the CTO asks 'Why?', the solution is easy to defend - a lower TCO up to 80% by reducing MIPS consumption, increased response time by 100x and accelerated time to market by 10x. These benefits don't mean compromising peak load times either, the technology has scalability built-in. Risk is reduced by simplifying the platform and migrating to the cloud which brings all the benefits of security and backups that you're used to with cloud hosting.

GigaSpaces uses [InsightEdge](#) the fastest big data analytics processing platform to run services and ML models in production at scale. This in-memory software platform helps enterprises seamlessly introduce new applications that need to ingest, process and analyze huge amounts of data at extreme speeds for real-time decision making on streaming, transactional and historical data. This capability is used to replicate data and can be deployed on any commodity (HW or VM); on private or public clouds, on-premise and hybrid environments. GigaSpaces even commits to a 99.999% uptime.



**Architecture for modernizing legacy systems, with the ability to directly access all data components.**

GigaSpaces' complete solution for mainframe modernization includes these 'out of the box' components which offer: CDC, smart caching, modern data platforms, microservices architecture, streaming analytics, multi-data center replication and event-driven analytics. The data can also be accessed in multiple ways regardless of the data type.

When it comes to security GigaSpaces encrypts both data at rest and in transit so it's compliant for GDPR, PSD 2 and other data regulations. The solution is also containerized and supports Docker, Nomad, Kubernetes and Red Hat OpenShift.

## The Future

Fundamentally there's no need to rewrite existing COBOL or CICS based applications. GigaSpaces uses microservices-based APIs with modern SDKs triggering legacy COBOL or CICS applications on the mainframe itself (with zero change). Alternatively, intensive compute workloads on the mainframe can be shifted to run on GigaSpaces' system while maintaining the original business logic in more modern coding languages and frameworks with some adjustments and tuning.

The good news is that with GigaSpaces you can move your data in stages to meet your business needs. You can start without making any changes (keeping the same interfaces) and then gradually migrate data and processes, based on company priorities. This data-first, granular migration approach is therefore low-risk and resilient to priority changes so is highly flexible.

Don't freeze the moment. Get everything done at the right moment, in real time at the speed of business. So, don't tear your hair out (that's if you have any left by now!) over legacy mainframes. There really is a solution and you could even save your company up to 20% by switching to an up-to-date set up.

If we can learn anything from the US unemployment processing technology it's that it was a mistake to let a legacy system sit unchanged for so long with no migration plan to modernize and secure it. Needs change and the cheapest solution isn't always the cheapest solution. Better planning means choosing the right tools for today, tomorrow, and the day after tomorrow. Let's just say that the state of New Jersey could sure do with GigaSpaces right now!



Please leave comments below as to how you're handling your digital transformation in the wake of the coronavirus, particularly with the challenges of legacy mainframes. If you're running on legacy systems older than you, we'd love to hear from you and hear your story!

## **BLOG: Contact Tracing - tracking or tricking you?**

In light of the current Covid-19 situation, you may have heard the term 'contact tracing' being banded around a lot lately. But do you know what it is? How it actually works? And what are the implications of it?

Contact tracing is the process of trying to track who an infected person has been in contact with, to prevent the spread of a contagious disease. The idea is if the person known to be infected can remember who he's been in contact with, and those people are alerted that they may also be infected, preventative measures can be taken with the new suspects to stop the spread of the disease. This is how infections can be stopped from spreading further than necessary.

Up until very recently contact tracing would be done manually. Essentially person A would be asked to remember who he's been in close proximity with. Once person B, C and D are identified and informed that they may be at risk, they too can be asked who they've been in contact with, and so on. The obvious problems with this method, however, is that it is slow and wide open to human error as it relies on people's memories as well as honesty that all the information they're giving is true.

Fortunately, in the technological era we're in now, contact tracing no longer needs to be done manually. You'd have thought with all the camera surveillance around us and data that the social networks have on us, they could track our interactions easily. In reality, however, they can really only predict what we're likely to click on or buy. At best this is creepy, but at worse, if data gets into the wrong hands, it can be criminal. It's a whole different ball game, however, if we're asked to opt-in to be tracked and we give our consent.

The actual technology that is used to properly contact track us is, in the majority of cases, Bluetooth. Bluetooth uses short-wave wireless tech to connect two devices together. All mobile phones use wireless radio to transfer data between cell towers and routers etc. The advantage of this tech is that it doesn't need wires to connect two devices.

A device with Bluetooth technology knows when it comes into contact with another Bluetooth device. As most phones have in-built Bluetooth these days each phone knows when it's passed another. If the device is not a known one, however, it's immediately forgotten. But what if it remembers all the phones it passes with all their data and knowledge of who it belongs to!? This is very powerful, 'Big Brother' stuff, and is the basis on which the new technology is being rolled out.

The new technology, currently being tested, is that it remembers all the devices it's been in contact with. This will allow someone to get an alert if they've come into contact with someone who has Covid-19. The potentially infected person will be told what to do, according to the appropriate country protocol.

On April 10<sup>th</sup> Google and Apple announced they will be cooperating together to develop technology to empower contact tracing through their devices. Essentially, they'll make the

Android system and iOS speak to each other along with health organisations and government agencies throughout the world.

Their programme will be rolled out in two stages. In May they're each developing an API that offers complete interoperability between the two different platforms, Android and iOS, and apps from public health agencies. This essentially means that all devices will be able to talk to each other. The downside of this system, however, is that it's reliant on users downloading the app from the respective app stores.

In addition to using Bluetooth technology (which will need to be enabled on the phone for all this to work) the Google/Apple partnership is going to assign a number to your device so it becomes anonymous. For further security, this number will keep changing and all data will be stored locally instead of on the cloud.

Meanwhile, over the coming months Google and Apple are going to integrate the contact tracing system into their actual operating platforms. This means when a new release occurs and users are asked to download it, the contact tracing system would automatically be built in. This is a much more robust method and will allow more agencies and organisations to interact with each other. Obviously, privacy and security issues will need to be properly addressed.

As well as relying on user opt-in for contact tracing to work there are other issues. For example, Bluetooth technology can be relatively easily intercepted, so isn't that secure, there could be a number of false positives and false negatives and the data is never going to be truly 100% anonymous. Rather worryingly, what is going to happen ultimately with all this data? Will it be sold to third party advertisers, governments or other organisations? This is unclear currently.

It's interesting in itself that these two rival giants are suddenly cooperating in such a public and widescale way. This is a milestone in itself! The coronavirus has had this effect on various institutions around the world. For example, the NHS, in the UK, has been trying for years to get GP appointments carried out online. Attempts that had been dragging on suddenly came to fruition in a matter of days due to the coronavirus. This is perhaps, one positive impact the disease has had.

Although it is not compulsory it is preferential to be on the latest operating system as usually it's an improvement on the last one (for example, known bugs may have been fixed). In addition, new programmes might only be compatible with this latest operating system, which means, it doesn't leave the user much choice in terms of opting in. The vast majority of the public will want to help to stop the spread of diseases such as Covid-19. There are, however, many human rights groups who are actively protesting contact tracing.

What is interesting is how different countries have adopted and reacted to contact tracing. In East Asia (notably Singapore, Korea, Taiwan and China) it's already proven successful. This, however, has been at the expense of privacy. Obviously, there is little attention paid to human rights in these regions, as seen in China. Contact tracing data was easily collected through Alibaba and WeChat but allegedly ended up in the hands of the Beijing police!



As per usual Israel is ahead of the curve. The Israeli version of contact tracing is far more sophisticated, with the ability to pull all the information directly from the telecom companies themselves. In addition, Israel apparently doesn't use Bluetooth, but more likely Tower Triangulation Tracking as well as GPS tracking.

Regular GPS tracking (non-military) is accurate down to several meters, that is same building, maybe same room. The military version of GPS, however, allows visibility into a much smaller footprint. It can detect exactly where you're standing. Usually the several meters version is implemented in Israel for normal cell phones, but if the government has allowed the military version to be used it is much more accurate.

Even more interesting, is that the Israeli government passed a law that they will be tracking everyone, so Israeli citizens had no choice in the matter. Israelis seemed to be more relaxed about this, but maybe because they're used to constant surveillance due to the terrorist threat. The only option not to be 'spied' on, would be not to use a mobile phone, which most people would find very hard to do nowadays. As it is, many feel a limb has been amputated if they're without their phone for a few minutes.

So, what's going to be the next phase in contact tracing? Clearly with the adoption of AI in the mix, we will be able to predict people's behaviour and thus prevent infection or accidents before they actually happen. Maybe we could even coach people to change their behaviour for the better?! Either way, receiving an SMS from a government body reacting to where you've been that day can feel rather invasive.

Conspiracy theorists are obviously having a field day with all this. They're saying it's a way for governments to completely control you. Essentially your smartphone has become a tracking device. In the UK people still do not have identity cards due to the concern over infringement of civil liberties. This movement, however, seems obsolete now as it has already been bi-passed by this mass surveillance with contact tracing. Either way, it is hoped, that most people will want to help the wider cause and opt-in so that the whole concept of contact tracing works!

## PRESS RELEASE

24th September 2020, London, UK

### *Shemesh to unveil a 200ppm total turnkey filling line solution in a \$4MM investment including US showroom and Spares inventory*

The new technology will be demonstrated to selected market participants in Shemesh's new facility during the second half of 2021.

Building on decades of perfecting existing technologies pertinent to the new line, the announcement comes as a response to increased demand and market trends, partially set by the COVID-19 pandemic. The news from Shemesh is seen as another milestone in cementing the brand as a global leader in the canister wipes packaging machinery arena.

The all-new total solution canister wipes platform, dubbed TKS-200, is an extension of the empirically proven TKS-60 and TKS-120 models. The TKS-200 is designed to run at a consistent speed of 200ppm and a maximum speed of 220-240ppm. It has been decided to not allow for the TKS-200 sale to potential interested parties before the new technology will have been demonstrated to selected group of key industry players. Such demonstrations are envisaged to take place at the all-new US-based Shemesh headquarters in the second half of 2021.

Canister wipes lines are much more sophisticated compared with lines built for other traditional market sectors such as Food & Bev or Cosmetics in which Shemesh also operates. That is partially because such pharma-grade lines involve high speed liquid filling in containers with elastic solids in them (the round nonwovens) combined with other complex technologies unique for canister wipes lines as automatically stuffing rolls (the round nonwovens) into cans in high speeds. This often happens while simultaneously dealing with alcohol-based solutions as well as in a potentially corrosive environment.

Shai Shemesh, Shemesh Automation's CEO commented, "We have been working tirelessly over the last few decades to optimize our machinery and truly perfect our total turnkey solution for the canister wipes industry. I am so proud of what we have managed to achieve with the groundbreaking TKS-200 total turnkey solution. Indeed, we know of no other company on a global scale with such deep, vertical know-how in such different technologies as Liquid Filling, Round Wipes Rolls Stuffing, Conduction Sealing, Capping, Labelling, and Case Packing – the core technologies underlying the Shemesh great value proposition catered to our customer base. As the only company in the world capable of offering a true canister wipes outfit from product feed all the way to a packed case with equipment built under just one umbrella - the edge we provide at Shemesh to our customers is immense."

Mark Calliari, Shemesh's Director of North America Operations, commented, "Following the great success we've had in the market with the TKS-60 and predominantly the TKS-120, I could not be more excited about this new development. I'm sure the new TKS-200 will make a great impact on the market as it not only offers a higher speed, but also better than ever consistency in production, accuracy and user satisfaction. The new TKS-200 from Shemesh and the substantial investment made into a new US-based showroom and spares inventory demonstrates once again our strong commitment to the industry, our customers and to the US market."

ENDS



+++++

Available for interview:

Shai Shemesh – CEO, Shemesh Automation

For media enquiries and to arrange interviews please contact:

Anna Kingsley, CMO – Shemesh Automation:

[anna.k@shemeshautomation.com](mailto:anna.k@shemeshautomation.com) | Tel. +972.52.6821257

For more information please visit: [www.shemeshautomation.com](http://www.shemeshautomation.com)

#### About Shemesh Automation:

With over 30 years' in the industry, Shemesh Automation is a global leader in the high-end packaging and assembly machinery and industrial automation appliances manufacturing arena. Currently under second-generation management, the family-owned business, supports over 1400 assets in over 30 countries around the world. Its nonwovens arm, Shemesh Automation Wet Wipes ([www.sawetwipes.com](http://www.sawetwipes.com)) is a global pioneer in nonwovens downstream packaging equipment with cutting-edge technology positioned at the very forefront of the industry. Shemesh is represented in 13 countries around the world with offices in the US, UK, France and Israel. Its London-based office coordinates global ops and its Israeli office takes advantage of the incredible local engineering talent and innovation. Shemesh's unique combination of UK customer-centric service with an Israeli startup mentality to push the technical boundaries, plus the use of top-notch parts from German manufacturers has greatly contributed to its success. "We don't just see ourselves as a company which builds cutting-edge machinery, but instead we want to become your partner for a long and successful journey. As such, we pay particular attention to our after-sales to ensure we provide a premium service. "Let us build your vision" is not just our slogan. Simply put, this is what we do, day-in day-out" - Eli Shemesh, Founder & President.

## PRESS RELEASE – EDITORIAL/FEATURE FOR MACHINERY UPDATE

London, UK  
16<sup>th</sup> September 2020

### *Shemesh Supports the Pharmaceuticals Sector With an Enhanced Machinery Range.*

2020 has been a tough year for manufacturers across the board – for different reasons. For some, where demand for products has fallen due to the COVID-19 pandemic, mere survival has been the primary goal. For others, like many in the pharmaceuticals industry, the opposite has been true with manufacturers of hygiene products, in particular, straining every sinew to meet unprecedented demand.

Shemesh Automation, a packaging equipment manufacturer with over 30 years' experience in delivering high end solutions to manufacturers across all verticals has made a series of enhancements to its range, in order to keep up with the demand from customers. Shemesh understands that ensuring the market has a ready supply of key pharmaceutical products, like hand sanitiser, during the pandemic is just as much their responsibility as it is that of the product manufacturers themselves.

To this end, Shemesh has sped up production and enhanced the specifications of its globally-renowned packaging machinery range, with a particular focus on solutions that can assist the pharmaceuticals industry in meeting this urgent global demand.

#### **Lending A Hand to Sanitiser Manufacturers...**

Perfect for packaging hand sanitisers, Shemesh's **SAMBAX is a truly universal monoblock packaging machine for medium, small and extra small containers and vials.**

Applicable to containers and vials of most common shapes in the pharmaceutical industry the **SAMBAX Series'** all-in-one monoblock design meticulously encompasses all aspects of your core production needs, from containers multi-feeding, double servo-driven viscose filling, capping, and over capping to sealing, **labelling, discharging and QC.**

**Keeping waste to an absolute minimum,** The SAMBAX series is available with double Servo filling functionality for enhanced production consistency and accuracy thanks to featuring fully synchronized Festo servo-driven pistons and servo-driven diving nozzles.

The SAMBAX-Z model is available with single or double lane systems operating at speeds of up to 100ppm and has already been sold to a Durisan – a major international manufacturer of hand sanitisers.

In fact, Durisan was so delighted with the performance of the SAMBAX-Z, they returned to Shemesh for a complete sanitiser filling line. Ron Hoffman, Director of Operations, Durisan, USA explained, "As the leading brand in sanitization and hygiene products, an impeccably clean packaging process is imperative. Also, in such a competitive market, achieving maximum process efficiency is crucial to maintaining our competitive edge. We were so thrilled at how Shemesh's SAMBAX-Z monoblock achieved both of the above that we did not hesitate to return to Shemesh a year later when we needed a complete sanitisers filling line. Their machines, service, and industry knowledge really are second to none".

### **Complete Turnkey Solutions for Pharmaceuticals Packaging**

As alluded to by Mr. Hoffman, Shemesh also offers a range of complete turnkey packaging lines, engineered specifically for the pharmaceuticals sector. These lines are a result of a process of continual evolution and constant dialogue with Shemesh's customers and offer significant productivity enhancements that will benefit manufacturers and boost efficiency.

Alongside the container unscramblers, labelling machines and complete case packers and palletizers included in these turnkey offerings, the lines are anchored by Shemesh's flagship filling and capping machines.

### **STRATUM Automatic Servo-Driven Liquid Filling Machine**

The STRATUM is Shemesh's advanced in-line automatic double-servo driven piston filler for viscous and free flowing liquids. Applicable to containers of most common shapes and sizes in the pharmaceuticals market, the STRATUM is capable of filling speeds of up to 180ppm.

**The new sophisticated technology built into the STRATUM significantly lower utilities consumption and overall production costs as well as offering best-in-class filling accuracy. It features Festo Double Servo Filling technology both in the pistons and the diving nozzles for production consistency and a staggering +/-0.25% of liquid volume accuracy.** Shemesh's proprietary diving nozzles design and built-in 'bottom-up fill' feature with programmable portioning speed graph, offers industry leading foaming and dripping prevention – minimising waste.

## **THORO Automatic Multi-Container Capping Machine**

Shemesh Automation's THORO Multi-Container Capper Series is designed to provide accurate, efficient torque-measured capping for all products common to the pharmaceuticals sector – and beyond.

Servo-Driven, and specifically designed to provide super-accurate leak-free capping, the THORO Multi-Container Capper is available in both semi-automatic and fully automatic versions for maximum efficiency and versatility.

The servo-driven cam design capper has already been sold to many top-of-the-line manufacturers including Beams Packaging Services and MacPhie in the UK. It is available with throughputs of up to 180ppm.

Whether your product has Twist-Off, Screw, Push-Pull ROPP or Snap-On caps, the THORO multi-container capping machine will be engineered specifically to suit your application.

### **Premium Specs As Standard**

**All Shemesh machines are built with the following premium specification as standard:**

- Industry 4.0 ready
- Festo (Germany) pneumatics and Servo systems
- Complete SST304/316L design
- FDA approved piping as applicable
- SIEMENS (Germany) PLC & HMI and MOTORS
- BANNER sensors
- E-stop buttons and safety interlocks wired through CAT IV safety controller
- CE Marking

Shemesh continues to work around the clock to support all of its customers in ensuring that demand for vital pharmaceutical products is met, at this difficult time. If you're a manufacturer of pharmaceuticals looking to up-scale your production, don't hesitate to visit [www.shemeshautomation.com](http://www.shemeshautomation.com) or contact [sales@shemeshautomation.com](mailto:sales@shemeshautomation.com) today.

+++++++ ENDS +++++++

## PRESS RELEASE

8<sup>th</sup> February, 2021  
Hampshire, UK.

### Shemesh Smashes Sauce Production for Yellowbird with 100ppm Filling, Capping and Labelling Line.

Headquartered in Austin, Texas, Yellowbird Foods has experienced rapid growth since they debuted at a local farmers' market in 2013. Yellowbird's rise to the top came as they built a reputation for quality, from their meticulous production methods to every flavour-packed millilitre of the final product.

Yellowbird® are famous for packing their sauces with fresh fruits and vegetables to create sauces that are smoother but also more viscose than standard sauces. They also pride themselves on consistency of flavour, meaning every bottle of sauce packs a punch with their signature bold and spicy flavours.

Now a top 10 sauce supplier on Amazon, the dramatic increase in demand for their fresh tasting spicy condiments soon necessitated an increase in production. But with such meticulous standards in product quality, sourcing equipment capable of achieving production consistency at high throughput would be no easy task. Thankfully, Yellowbird® found Shemesh Automation.

With over 30 years' experience delivering high-end turnkey packaging lines to manufacturers all over the world, Shemesh was able to deliver a sauce filling, capping and labelling solution that offered Yellowbird® an enhanced throughput of 100ppm, whilst ensuring the highest standards in product consistency, hygiene and efficiency.

The featured line included Shemesh's flagship dynamic duo – STRATUM II and THORO II. STRATUM II, an advanced in-line double servo driven automatic liquid filling machine and THORO II, a robust servo-driven cam designed double station capper, specifically designed to provide super-accurate, leak free capping were ideally suited to Yellowbird's requirements.

The capacity and speed of each unit afforded the client the ability to seamlessly fulfil each product range with minimal downtime between runs, thus reducing costly capital outlays, space and utility consumption associated with multi production lines. STRATUM's empirical ability to negotiate a wide range of viscosities meant the Yellowbird® sauces retained their enticingly smooth mouth feel and famous fresh punchy flavour.

The line also included Shemesh's flagship labelling machine - the LWA Series – which delivered ultra-accurate wraparound labelling to apply the finishing touch to Yellowbird®'s famous bottles.

Kevin Uplinger, COO of Yellowbird® commented: “Our significant growth in recent years made it essential for us to increase our production capabilities in order to address the demand for our sauces. Selecting the manufacturer for such a line is one of the most important decisions you can make. Of course, enhanced production capacity is important but even more so is the integrity of our product. Ensuring that our selected manufacturer understood the importance of maintaining the quality of our sauces throughout the packaging process was absolutely paramount.

The experience Shemesh has demonstrated during their 30 years of serving premium food brands was therefore highly significant in our decision to work with them on the project. I’m delighted to say that we made the right choice as Shemesh has delivered on all fronts – from the efficiency of the process to the quality of the final product, we couldn’t be happier. I wouldn’t hesitate to recommend Shemesh to any other manufacturer who wants to increase their production capacity without compromising on product quality.”

Bob Green, Sales Director - North America, Shemesh USA, Inc. commented: “Yellowbird® and Shemesh actually enjoy many similarities as businesses - from experiencing rapid growth in a relatively short space of time, to our mutual determination to never compromise on quality. I believe these shared experiences and values, together with our depth of experience in providing such high-quality machinery to some of the world’s biggest names, has helped to make this partnership the success it has been. I’m incredibly proud to see the impact Shemesh machines are already having at Yellowbird® – helping them to meet the demand for their amazing product whilst also reducing waste, utility consumption, and changeover time within an ergonomic production centre footprint.”

With the new Shemesh USA, Inc. sales, service and parts distribution facility opening in Green Bay, Wisconsin during the second quarter this year, Yellowbird Foods, and all of our North American customers, will benefit from expedited, local technical service and parts in the future. Our goal is simply, top quality customer service without compromise.

+++++++ ENDS +++++++

#### Available for interview:

Shai Shemesh: CEO, Shemesh Automation  
Bob Green: Sales Director - North America, Shemesh USA Inc.  
Kevin Uplinger: COO, Yellowbird®

#### For media enquiries and to arrange interviews please contact:

Anna Kingsley, CMO – Shemesh Automation: [anna.k@shemeshautomation.com](mailto:anna.k@shemeshautomation.com)

#### For more information please see this video of the line:

<https://vimeo.com/463030114>

Photos: [https://www.dropbox.com/sh/fm8e1wzv82maxzu/AADrYw2\\_iVAvpLITAcwXtuRba?dl=0](https://www.dropbox.com/sh/fm8e1wzv82maxzu/AADrYw2_iVAvpLITAcwXtuRba?dl=0)