

Press  
release



Heidenheim, March 2012

## Outlast Europe: Dirk Keunen new Sales Director

### Outlast reinforces European business

Outlast Europe GmbH, Heidenheim/Germany, boosts European sales efforts and enlarges its team at the European headquarters: On March 1. Dirk Keunen (age 53) joined the market leader of temperature regulating phase change materials (PCM). As Sales Director he will be responsible for growing the European business.

Dirk Keunen has 27 years of experience in European sales of technical and high performance materials. From 2005 to 2011 the Belgium-born Keunen was working as Senior VP Sales Europe & Asia for Nano-Tex. Other career highlights include: Burlington Industries Worldwide (European Sales Director Active & Performance Wear), the Dutch company Ten Cate (same position) and Klopman International in Italy.

„We are happy that we can now meet the increased demand for our smart performance materials with a high quality of service,” says Martin Bentz, Managing Director of Outlast Europe GmbH. „With Dirk Keunen on board we gain an expert who understands the market and the needs of our customers.”

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## Outlast

Outlast Technologies, Inc., a privately held U.S. corporation, is the worldwide leader in phase change materials and applications. Outlast® technology is the heat management technology originally developed for NASA that enables any textile to absorb, store and release heat. Outlast® technology pro-actively responds to changes in skin temperature to manage heat and reduce moisture for everyday comfort.

For over 20 years, Outlast has been committed to the development of new fibers, fabrics and coatings incorporating phase change materials, expanding the use of Outlast® technology across more than 200 brands and a multitude of products in apparel, footwear, bedding, packaging and labels, and accessories. For more information, please visit [www.outlast.com](http://www.outlast.com).

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Attachments: Dirk Keunen  
155 words

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Photo 1  
Dirk Keunen

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