

Austria – Kirchberg an der Raab, May 21<sup>st</sup> 2024

## **MEDIA INFORMATION: INSORT GmbH announces the appointment of Eamonn Cullen as Global Category Manager for Potatoes.**

**This decision is part of the company's global strategy to strengthen its leadership position in food sorting, analysis and monitoring and to focus on customer collaboration, business growth and strategic alliances.**



Caption: Dr. Markus Schlagbauer, CEO and Eamonn Cullen as Global Category Manager for Potatoes.

The pioneering technologies of Insort, such as the well known Chemical Imaging Technology (CIT®), which have made the company a technology leader, together with Eamonn's long-standing expertise and knowledge in the potato sector, form a partnership that offers solutions for the challenges ahead.

The stated aim is to use the Sherlock machines to further reduce food waste, ensure food safety and maximize food quality.

Insort has an impressive customer base and an excellent reputation for customer focus, adaptability and innovation. The unique CIT inspection technology has already been successfully implemented in various applications.

*“We are delighted to welcome Eamonn to Insort. He brings a wealth of expertise and will play a crucial role in expanding our industry presence and broadening the range of solutions for our customers.” Markus Schlagbauer, CEO Insort GmbH.*

*Eamonn Cullen: “The potato processing landscape is evolving rapidly and customers are looking for greater processing flexibility, minimal waste and dynamic deep learning solutions to optimize the use of every piece that enters their facilities.”*

### **About Insort**

*Founded in 2011, Insort GmbH is one of the global technology leaders for image processing solutions in the food industry. Insort GmbH specialises in the development, manufacture and marketing of digital sorting and inspection systems based on proprietary Chemical Imaging Technology (CIT®). CIT® is a high-performance hyperspectral imaging technology that enables the classification of food products based on their chemical composition and is used inline and in real time.*

*Within a very short space of time, the company has established itself worldwide in the highly competitive digital sorting market with its successful range of machines under the name Sherlock. The company currently employs over 70 people at 3 locations (Austria, USA, Canada), and the trend is rising.*

*For more information, visit **[www.insort.at](http://www.insort.at)**.*

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