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BTG hires TTC (Total Tissue Capability) specialists

In spring 2008, BTG launched **Total Tissue Capability (TTC)**, a one-stop product & service package to help tissue makers cut costs and optimize their process, combining know-how, services and products from both the Instruments and the Duroblade divisions. In order to enhance the concept, BTG has hired two industry specialists to conduct and evolve the project: Mr. Jeffrey Peters, Tissue Application Mgr – Americas and Mr. Ian Padley, Tissue Application Mgr – Europe. They will both be responsible for the BTG Group efforts to enhance our product and service offer to the tissue industry, combining BTG Instruments and BTG Duroblade under the product name TTC, each in his geographical area.

- Jeff Peters joined BTG on July 20th, 2009, and comes to us from Hercules where he worked for 23 years, starting in field sales and finishing as Global Tissue Market Segment Manager.
- Ian Padley joined BTG on January 11th, 2010, and has approx. 20 years' experience in the paper industry and is since more than 15 years a specialist in tissue paper chemicals and application. Ian comes to us from Ashland Hercules Water Technologies where he was Global Marketing Lead for Tissue and Towel.

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