



TÜV SÜD Product Service GmbH

29 March 2021

Matthias Rosenthal appointed new Vice President CPS for Business Line Softlines

Munich. Matthias Rosenthal (53) is the new Vice President Consumer Products (CPS) for TÜV SÜD's Business Line Softlines. Mr Rosenthal, who took up his position on 1 March 2021, now has global responsibility for sustainable and profitable development of Softlines business.



Matthias Rosenthal has been with TÜV SÜD Product Service GmbH for five years. He describes the foremost tasks of his new additional role as follows: "Even before 2020, fashion manufacturers and the fashion industry were subject to intense pressure, and they have taken an even heavier hit in the current times of pandemic. In addition, major challenges concerning sustainability-related themes

are looming for the future, such as the use of recycled materials and the planned Supply Chain Act in Germany and at EU level. These are areas in which I can represent TÜV SÜD as a solutions provider."

Matthias Rosenthal will retain his role as Business Development Director Europe (Softlines), in which he is responsible for developing European business and managing European sales operations. He thus serves as a liaison for companies in need of services such as auditing and certification, chemical and physical tests, and support in accessing new global markets. With plentiful experience in product and service procurement for well-known brands in the textile and leather industry, he has deep understanding of his customers' needs and requirements.

Matthias Rosenthal began his career in 2000 in the textile and leather industry as Purchasing Director for well-known brands before moving to STR labs in 2004 as Key Account Manager. Five years later he became Managing Director for the STR lab in Switzerland, where he acquired expertise in test laboratory service management throughout the supply chain with respect to efficiency, productivity and

competitive turnaround times. In 2012, Matthias Rosenthal became Head of Sales at UL (STR), with responsibility for the DACH region and global consumer product business.

TÜV SÜD has a global network of around 25 test laboratories for leather and textile products, providing services that span physical tests as well as chemical analysis. In addition to product testing, the experts at TÜV SÜD conduct pre-shipment inspections on site at factories, perform audits and issue certificates in accordance with all the main national and international standards. In this way TÜV SÜD supports manufacturers and exporters in fulfilling the quality and safety standards in place on all major markets and assists purchase officers in their global procurement activities.

With some 1,300 employees, TÜV SÜD Product Service GmbH supplies services including testing and certification of textiles, toys, household appliances, electronics products and foodstuffs, but also complex medical devices, industrial machinery, high-performance batteries and system components for the manufacturing, energy, automotive, rail technology and aerospace industries. The company thus addresses an enormous range of customers.

Note for editorial teams: The press release and high-resolution photo are available on the Internet at www.tuvsud.com/newsroom.

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