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**FOR IMMEDIATE RELEASE**

**Kirk Trofholz joins CapStone Technologies as CEO**

**Seasoned CPG leader brings strong business growth experience to the company.**

**Lincoln, Neb., October 26, 2020** – Kirk Trofholz, a longtime leader at a variety of CPG companies, has joined CapStone Technologies as CEO.

With a reputation for helping companies quickly improve their top- and bottom-line performance, Trofholz will accelerate the company’s sales and profitability plans along with the talented CapStone team. Trofholz started his career with Procter and Gamble and was president at both Barilla North America and Dawn Foods. Most recently, he was the CEO of Nielsen-Massey Vanillas. He also serves on the board of directors of Epicurean Butter.

“We’re very excited about Kirk’s expertise in helping companies streamline operations to grow rapidly,” said Troy Power, chief strategy officer for CapStone. “CapStone’s successes have shown us that there’s even more room to excel and help print-to-mail companies thrive. Kirk knows how to help CapStone achieve our goals.”

Trofholz was born and raised in Nebraska and is a 1981 graduate of the University of Nebraska. He and his wife, Cath, have four children and one granddaughter.

**About CapStone Technologies, LLC**

CapStone Technologies provides automation services and business engineering to the print-to-mail industry with state-of-the-art robotic technology, advanced innovation, and proven process engineering to create efficiencies and save labor. Its one-of-a-kind software solution connects the physical and digital workflows on the production floor to provide virtual visibility of performance while reducing errors to protect USPS discounts. For more information, visit the media center at [www.captechno.com/news](http://www.captechno.com/news).

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