

**Press Release**  
January 16, 2025

## **FOBA Appoints New Managing Director**

**Selmsdorf/Wood Dale, January 2025 – FOBA Laser Marking + Engraving, a leading supplier of laser marking systems, is pleased to announce the appointment of Richard Roth as its new Managing Director. Effective January 1, he has taken over the strategic direction and leadership of the brand.**

Richard Roth brings extensive expertise in the field of product identification for his role as Managing Director for FOBA, a brand of ALLTEC Angewandte Laserlicht Technologie GmbH. His passion for laser technology began early in his successful career, starting as a Country Manager for Videojet. With leadership roles in Product Management and Innovation at X-Rite, and as General Manager EMEA for Esko, he has acquired a wealth of management experience across various companies of the US-based Verato Corporation.

Richard Roth succeeds Sebastian Blösch as Managing Director, continuing the strategic direction and successful trajectory established by his predecessor. Roth will further strengthen FOBA's position as one of the market leaders in the field of laser marking. "Our mission remains unchanged: to develop reliable laser marking systems that meet the highest standards and solve our customer's challenges – whether in medical technology, automotive manufacturing, or the electronics industry. I am excited to lead this incredible team and contribute to the continued growth and success of this world-class organization," he explains.

By joining FOBA, the new Managing Director focuses on advanced technology which is shaping the future of industrial part marking: Laser marking is increasingly replacing conventional marking processes, particularly in the electronics industry. It also offers an optimal solution for the automotive sector, ensuring safe, efficient marking of plastic and metal parts to guarantee reliable traceability. In medical technology, laser marking is the preferred method for direct marking as it provides permanently legible, biocompatible marks. FOBA sets decisive standards with its highly reliable laser marking process HELP (Holistic Enhanced Laser Process) and has implemented the introduction of UDI (Unique Device Identification) marking in many companies.

For Richard Roth, the close collaboration with customers is at the core of FOBA's success. "At FOBA, cutting-edge technological expertise and transparent, professional consulting go hand in hand with sophisticated, forward-thinking laser technology. This allows us to provide marking solutions with added value," he emphasized.

More information:

**FOBA Laser Marking + Engraving**  
<https://www.fobalaser.com>

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Richard Roth, FOBA's new Managing Director. (Copyright: FOBA)

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**About FOBA** [www.fobalaser.com](http://www.fobalaser.com)

FOBA Laser Marking + Engraving (brand of ALLTEC Angewandte Laserlicht Technologie GmbH) is one of the leading suppliers of advanced laser marking systems. FOBA develops and manufactures marking lasers for integration as well as laser marking workstations with vision assisted marking workflows. FOBA technology is being applied for the direct part marking of any kind of metals, plastics, or other materials in industries like automotive, medical, electronics, plastics or tool, metal and mold making. With its worldwide sales and service branches and its headquarters near Lübeck/Hamburg (Germany) ALLTEC/FOBA is part of the Veralto Corporation.