

Press release

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When technology meets sales - and experience becomes a success factor

priomold strengthens customer focus with technical sales expertise

At priomold GmbH, technology, speed and customer proximity merge into a clear formula for success. Now the company is taking the next step: with the transfer of Stefan Geist from design to sales, priomold is focusing on even more technical understanding in direct customer contact - thus strengthening its claim to support projects quickly, solution-oriented and technically at the highest level, from the initial inquiry to the finished component.

"Our customers don't expect salespeople, but partners who speak their language," emphasizes Managing Director Thomas Schönbacher. "With Stefan's experience in construction, we can assess technical challenges even more specifically and translate them into concrete solutions more quickly."

From CAD model to customer meeting

Stefan Geist was part of the priomold design team for several years. There, he designed hundreds of tools, analyzed complex component geometries and ensured that prototypes and low-volume production became reality in record time. He now brings this experience to the sales department - with one goal: to advise customers even earlier, more precisely and more practically.

"I know the mindset of designers and the typical stumbling blocks in parts development," explains Geist. "Now I can use this knowledge directly in the project initiation phase - and show our customers how they can save time and money with the right tool strategy."

Technology meets sales - and the result is speed

The decision to move internally is emblematic of the culture at priomold: flat hierarchies, quick decisions and strong development prospects. The company specifically promotes employees who want to bring their technical expertise to new roles - particularly in the areas of project management and sales, where specialist knowledge is a key factor.

"We are growing strongly - but without giving up our hands-on mentality," adds Thomas Schönbacher, one of the two Managing Directors. "The fact that employees like Stefan continue to develop internally shows that we don't separate technical excellence and customer focus, but combine them."

Customers benefit from practical advice

priomold supplies companies from sectors such as automotive, medical technology, industry and consumer goods with plastic parts for prototypes and low-volume production. Every hour counts - especially in product development. Thanks to increased technical sales, development engineers and purchasers will be able to receive even faster, more individual and technically sound advice in future.

"Our aim is to further accelerate communication between the customer, design and toolmaking departments," says Geist. "In the end, everyone benefits - through shorter coordination paths, more precise quotations and a high level of implementation reliability."



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About priomold GmbH

The still young company, founded by [Thomas Schönbacher](#) and [Moritz Zumdick](#) in 2015, specializes in the fast delivery of plastic injection moulded parts, offers toolmaking (over 500 new tools per year) for prototypes and low-volume production as well as engineering support in the plastics sector. What sets priomold apart is its short delivery times for tools, injection-molded parts and additively manufactured components.

www.priomold.com