



SANIFLO Canada Appoints New National Sales Manager, Alexandra Motts

Business development and sales manager veteran joins industry leader

CAMBRIDGE, ONTARIO (August 2, 2018) — **SANIFLO® Canada**, a division of Group SFA, the worldwide leader in macerating and grinding toilets, appoints Alexandra Motts as its new National Sales Manager, effective July 27, 2018. Motts brings over 20 years of relevant industry experience to her new role at Saniflo, having previously held top management positions in the HVAC, plumbing and event management industries.

“We are honoured to have Alexandra Motts join our team as the new National Sales Manager for Canada,” said Regis Saragosti, CEO Saniflo North America. “Her sales experience and leadership skills make her expertly qualified to provide guidance to our distributor and sales network. We are confident that Alexandra’s strategic and results-driven management style will continue to help grow Saniflo’s presence in the Canadian market, while ensuring innovation and profitability.”

Saniflo solutions are produced in France and have been sold in Canada for 30 years now. The Company strongly believes that there are many untapped channels in both wholesale and retail, and is confident that Alexandra will implement the appropriate strategies to realize strong growth.

“I am very excited to be joining this industry leading company, and I look forward to building on its successes in Canada,” said Alexandra Motts, National Sales Manager, Saniflo Canada. “My vision is to expand our wholesale network while continuing to build our retail-partner relationships and footprint across the country.”



Alexandra brings experience in both the wholesale and retail channels within the building products industry in Canada and the USA. She has held marketing and sales management positions within corporate, Fortune 500 brands in addition to seven years as a manufacturer’s representative in Western Canada.

About SANIFLO® Canada

[SANIFLO Canada](#) offers a complete line of macerating and grinding toilet systems and drain-water pumping systems for residential and commercial applications. SANIFLO markets across Canada, and is currently available through most major plumbing wholesalers and hardware retailers. For more information or installation videos, please visit www.saniflo.ca or call SANIFLO Canada at 1-800-363-5874.

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