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**Technoform names Betsy Covington to marketing team**

Twinsburg, Ohio (Jan. 2023) ­­– Technoform North America has hired Betsy Covington as a marketing specialist located in the Twinsburg, Ohio facility. She works closely with the North American market team in support of its customer partnerships and is responsible for marketing and promoting Technoform’s high-thermal performance solutions for insulating glass, fenestration systems and opaque cladding. Its best-in-class building envelope products, such as durable warm-edge insulating glass spacers, polyamide thermal barriers and thermally broken cladding attachments, help to boost the thermal performance of these façade components and systems.

As part of Technoform’s North American team, Covington also participates in corporate global branding and communications initiatives. Technoform’s international headquarters is in Kassel, Germany, where the company was founded in 1969. Today, there are more than 1,600 employees working in 45 locations throughout the Americas, Europe, Middle East and Asia-Pacific regions.

Bringing a wide variety of marketing experience from many different industries, Covington most recently served as director of engagement for a nonprofit organization focused on economic development. Her previous roles have included engagement manager for United Way, brand manager for Alamo Rent-a-Car and for Cole Vision, and account director at a Cleveland advertising agency.

A resident of Ohio, Covington earned her bachelor’s degree in marketing from Mercyhurst College (now University) in Pennsylvania.

For more information on Technoform’s knowledgeable team members and high-performance solutions, please email [info.us@technoform.com](mailto:info.us@technoform.com?subject=News%20Release), call 330-487-6600 or visit [www.technoform.com](https://www.technoform.com/en/clip).

*Technoform provides high-performancesolutions that improve the thermal performance of façade, fenestration and cladding systems. Its best-in-class building envelope products are developed through collaboration with its customer partnerships to boost thermal performance of insulating glass, windows, doors, curtainwall, storefront and opaque façades. The relative low cost and high performance of Technoform’s components help building designs to balance energy efficiency with occupant health and comfort without compromising aesthetics.*

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