



John Bader

Director of New Business Development

John Bader has over 25 years of sales experience and has worked for Superior Felt & Filtration for over 20 years. Mr. Bader has significant manufacturing knowledge in industrial, automotive, appliance, aerospace and medical nonwovens with strong emphasis on air, liquid, and tribo-electric, high efficiency sub-micron filtration. He has expert knowledge in nonwoven manufacturing and converting with a proven ability to problem solve in a solution-based industry. Additional abilities include marketing and proven new business development strategies including strong conceptualization, copy, layout, and marketing skills.

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Mark Rath

Director of New Product Development

Mark joined the Superior team in 2004 and has over 25 years experience in the nonwoven industry. He is INDA certified in advanced and intermediate nonwoven technologies. Mark's area of expertise is in the medical sub-micron filtration and respirator markets. He has been actively trained in advanced nonwoven technologies and processing including meltspinning and ultrasonics. Marks accreditations include NAFA Certified Air Filtration Specialist, and (CAFS) for many years

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Dr. Ping Hao

Technical Nonwoven Product Manager

Dr. Ping Hao joined Superior Felt and Filtration LLC in the mid-2021 as technical nonwoven product manager when the company just opened a new office in Charlotte, North Carolina, in the heart of the North American nonwovens industry. Ping has brought over 25 years of experience in nonwoven and textile industries, including nanotechnology, spunmelt, spunlace, thermal bond, needle punching, thru-air bond, lamination, and mechanical and chemical finishing. Ping also has extensive background in structural composites that cover applications such as air and liquid filtration, medical, hygiene, industrial, automotive, wipe, home furnishing, packaging, and many consumer product applications. Ping holds eight patents and many publications.

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Larry Peter

Regional Sales Manager

Larry Peter, Northeast Regional Sales Manager based in Massachusetts joined Superior Felt & Filtration in 2006. With a AS in Electro-Mechanical Engineering and a BS in Business, he has been involved in a multitude of industries and applications over the years. Larry entered the Non-Woven Industry as the VP of Sales for Bouckaert Industrial Textiles and previous to that spent 15 years as the Vice President of Global Sales for Tuthill Corporation, a manufacturer of industrial pumps. With SFF he has specialized in solving customer problems in applications as diverse as the Medical Filtration Industry to Steel Manufacturing. From Acoustical Panels to Washers, there are thousands of products he has helped develop in collaboration with customers. Teamwork and Solutions have been and will continue to be the cornerstones of his career.

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Matt Cox

Regional Sales Manager

Matt began his nonwoven career in 1996 in value-added converting for niche markets including polishing, fluid transfer, filtration, medical, automotive, aerospace, and heavy industry. In 2006, he joined a multinational and enjoyed the role of business development with projects on four continents. 2010 brought Matt the opportunity to be the VP of sales for a needle punch manufacturing and converting “turn around team” which transitioned the company back to private ownership and where he also completed his MBA. Superior Felt & Filtration has been Matt’s business home since 2014 where he manages the southeast region. Combining his experience with Superior Felt & Filtration’s manufacturing and converting expertise for the mutual benefit of all stakeholders continues to be Matt’s passion.

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James Allan

Regional Sales Manager

James graduated from the University of Waterloo, Ontario, Canada with a Bachelor of Applied Science degree in Chemical Engineering. He started working for the 3M company as a Technical Service Engineer ,working with various popular consumer brands that included Scotchbrite™ branded nonwovens. His expertise included handling Specialty Membranes, Refrigerator Filters and Enterprise Filtration Medias. James joined Superior Felt and Filtration in 2018 as the Regional Sales Manager based out of Minnesota. His breadth of knowledge in the filtration and nonwoven markets was an ideal fit for the growth of Superior Felt. James supports a vast northwestern territory includes the mountain states and the Western Provinces of Canada.

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Daniel Villalobos

Regional Sales Manager

Daniel Villalobos is an experienced Multi-Cultural Sales Manager with over 13 years of experience working for multinational companies. Started in the filtration industry in 2009 in Mexico, working for a worldwide leader of filtration, managing sales across Latin America for different segments and applications such as: hydraulics, oil & gas, and manufacturing. By 2014 he joined a European company that was a global leader in connecting solutions, occupying roles as Regional Sales Manager and Key Account Manager in Canada, US and Europe, for the automotive, plumbing, and medical segments. In 2020 Daniel became part of Superior Felt and Filtration team as a Regional Sales Manager for Canada and Latin America. Daniel's success in these markets gave him the opportunity to expand his territory that now includes the U.S. West Coast.

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