

## Alex Gersch Promoted to Director of Layfield Australia, Showcasing Expertise in the Geosynthetic Industry

**[Australia, June 2023]** – Layfield, a global leader in geosynthetic solutions, is pleased to announce the promotion of Alex Gersch to the position of Director of Layfield Australia. With his extensive knowledge and experience in the field, Gersch is a valuable asset to the company and will play a vital role in driving its continued success.

Gersch, who previously served as Senior Business Development Manager, brings over 15 years of experience in designing geomembrane liner and floating cover systems. His expertise spans various industries, including, oil & gas, mining, water utilities, and agri-business industries. As an accomplished engineer, he has consistently demonstrated his capabilities in delivering exceptional results.

Throughout his career, Gersch has solidified his position as an industry expert, authoring and presenting multiple international papers that have contributed to the advancement of geosynthetic technology. His dedication to upholding high ethical standards is commendable, ensuring that all projects are executed with utmost professionalism and integrity.



In Australia, Gersch has successfully overseen the design and construction of more than 30 floating covers in applications such as raw water, potable water, and wastewater. His leadership and guidance have been instrumental in the gas, water utilities, mining, and agri-business industries. Gersch's ability to handle projects with challenging client expectations is widely recognized and respected.

Moreover, Gersch's expertise extends beyond his role in Australia, as he frequently provides invaluable advice and guidance to Layfield's North American divisions. His in-depth knowledge of challenging floating cover applications, as well as containment solutions for PFAS and radioactive substances, positions him as one of the company's leading experts in these critical areas. To further enhance his skills and knowledge, Gersch recently visited Layfield's manufacturing facilities in Vancouver, British Columbia, and Edmonton, Alberta, Canada. The opportunity allowed him to train with the highly skilled teams and gain valuable insights into Layfield's innovative processes and products.

For up-to-date information, be sure to visit us online at [www.LayfieldGeo.com](http://www.LayfieldGeo.com)

As Director of Layfield Australia, Gersch will continue to drive the growth and success of the company. His extensive background in geomembranes, geosynthetic floating covers, technical product expertise, project management, and estimating will be vital in ensuring Layfield's continued leadership in the industry.

Layfield congratulates Alex Gersch on his well-deserved promotion and looks forward to his continued contributions to the geosynthetic industry and the success of Layfield Australia. To get in contact with Alex, please send him an email at [Alex.Gersch@layfieldgroup.com](mailto:Alex.Gersch@layfieldgroup.com).

**About Layfield:** Layfield is a leading global manufacturer, fabricator, and installer of high-performance geomembranes, specialty geosynthetics, and environmental containment solutions. With a commitment to innovation and sustainable practices, Layfield delivers reliable solutions for a wide range of industries, including construction, mining, water and wastewater, agriculture, and oil and gas. For more information, visit [\[website\]](#).