

KOENIG & BAUER

Press Release

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KBA North America Names Latest Addition to Its Flexo Division: Preston Neetzel

New technical sales manager brings more than 30 years of vast knowledge and customer relationship experience

- **Providing technical sales to new and existing accounts**
- **Assisting sales and support as flexo market continues to expand**

As it bolsters the staff of its fast-growing flexographic printing division, KBA North America is naming Preston Neetzel as its new technical sales manager for KBA-Flexotecnica. With more than 30 years of leadership in the flexible packaging industry, Neetzel has held various sales and general management positions with leading industry converters. His vast technical knowledge and experiences have given him a deeper understanding of the operational procedures of the flexographic printing process. Neetzel will report to Jeffrey R. Dietz, vice president of the web and specialty press division at KBA North America, which oversees flexible packaging in North America.

“KBA North America recognizes that the flexographic printing market is an important component to its entire Koenig & Bauer organization,” says Dietz. “Our emphasis to help flexographic printers choose the best equipment, tailored for their specific production needs, but we also want to provide our customers with expanded value beyond the specific equipment we sell and service. By tapping Preston for this important position, we’re signaling to the market our strong investment in personnel and technical know-how to ensure we continue our proactive approach as well as the ultimate customer relationship experience.”

Prior to joining KBA North America, Neetzel consulted directly with a variety of North American established and startup flexible packaging companies providing operational procedures, efficiency reviews, and selection of manufacturing equipment. As plant manager of a leading wide web flexographic and converting packaging firm, Neetzel oversaw all of the manufacturing and warehouse/distribution as well as the installation of a new flexographic system. He developed professional relationships and worked across scores of different executive and managerial levels including sales, finance, purchasing, production operations, and maintenance. He has consistently maintained his on-going technical knowledge through professional industry training such as seminars and course work.

“We welcome Preston to the Koenig & Bauer flexo team,” says Dietz. “His hands-on experience working with all facets of the flexo process makes him a valued resource for both our customers and organization.”

KBA North America is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established 200 years ago in Würzburg, Germany. Koenig & Bauer’s claim, “We’re on it.” gets to the heart of Koenig & Bauer’s values and competencies for all target groups. The group’s product range is the broadest in

the industry; its portfolio includes sheetfed offset presses in all format classes, post press die-cutters, inkjet presses and systems, flexographic presses, commercial and newspaper web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, smart cards, glass and plastic decorating. For more information visit the company's web site at www.koenig-bauer.com.

Related websites:

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Caption:

Photo 1: Preston Neetzel will hold the position of technical sales manager for KBA-Flexotecnica serving North America.