Press Release

TRESU appoints Ronni Nielsen vice president of Solutions Division

Kolding, Denmark, 22 August 2019: TRESU Group, global supplier of flexographic printing and converting machinery and equipment, announces the appointment of Ronni Nielsen as vice president of TRESU Solutions.

Nielsen has a long experience working for TRESU, beginning with an apprenticeship in 1997. With an academic and career background in mechanical engineering (B.Sc.), he has applied his expertise to designing flexo printing presses and has several years’ experience in selling advanced machines to both original equipment manufacturers and end users.

He returned to TRESU in 2017 as area sales manager in EMEA (Europe, the Middle East and Africa) and worked to develop the TRESU Solutions division, focusing on promoting flexo presses for packaging applications with inline finishing. The division’s core products include the Flexo Innovator press for paperboard markets, customised units for integration with packaging and industrial converting lines, and coating systems for digital presses.

“The TRESU Flexo Innovator is an exciting press to work with because of its speed, reliability and versatility. Moreover, TRESU is unique for its long history of engineering bespoke solutions for printing, coating and gluing,” Nielsen says. “As an engineer and project manager who has worked with equipment and solutions for the packaging industry for more than twenty years, I have a unique insight into the requirements of packaging printers and converters and can explain the advantages of TRESU Solutions in terms they understand.”

Nielsen additionally cites TRESU’s total solutions approach, including ancillary systems and after-sales care, as a distinguishing factor in the company’s offering.
“TRESU machines incorporate the company’s own pressure-controlled chamber doctor blade and ink supply systems, facilitating stable printing at speed and fast make-ready with reduced waste,” Nielsen says. “With the additional reassurance of our comprehensive support programme, customers are well-placed to respond fast and flexibly to the market’s demands, profitably and sustainably.”

Nielsen is based at TRESU’s headquarters in Kolding, Denmark, but will be working closely with TRESU's network of agents and subsidiary companies to support customers globally.

“I am looking forward to working with our strong, knowledgable sales team, backed up by our precision engineering capabilities, to support the TRESU customers I have already come to know,” he concludes.

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Photo Caption:
“Ronni Nielsen, vice president, TRESU Solutions”

About TRESU Group
TRESU Group is a highly-specialized company offering flexible, customized solutions of flexo printing machines and ancillary products for flexo, digital and offset printing to the graphic industry. TRESU Group has over 35 years of experience and expertise in the development and production of engineered solutions for this industry and supplies directly to end-customers, OEMs and partners. With more than 98% of the production being exported, TRESU Group is a strong player on the global market. TRESU Group has production facilities in Denmark and the USA, sales companies in Germany, Italy, Japan and China, and an international agency network providing round-the-clock, local support and know-how.

Visit the company’s website at www.tresu.com

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