

# Comexi Strengthens North American Leadership and Announces Global Strategic Pivot with New Offset Business Unit

**Girona, January 23, 2026** – Comexi, a global leader in flexible packaging printing and conversion solutions, announces a decisive step in its international expansion and technological specialization strategy. In addition to presenting its new regional leadership for the U.S. and Canadian markets, the company is boosting its worldwide positioning through the creation of a **Business Unit (BU) specialized in Offset technology**, which will operate across the entire group.

## A New Chapter for Comexi North America

To lead this phase of growth and reinforce its commitment to the region, Comexi is pleased to announce the appointment of **Eric Must as Director of Comexi North America**. Having joined the company in mid-2025, Must is responsible for steering the regional strategy alongside **Joe Kubasiak**, who continues his tenure as **Director of Sales for North America**.

This leadership team underscores Comexi's dedication to providing unparalleled local support. This commitment was solidified with the inauguration of the **Technological Center (CTec) in Miami** in January 2024. The center serves as a premier hub for innovation, development, and technical training, offering comprehensive support to converters and printers across the United States and Canada.

*"The leadership of Eric Must, combined with Joe Kubasiak's extensive market experience, is essential to positioning Comexi as the definitive strategic partner in North America," says Josep Parera, CCO of Comexi. "Our infrastructure in Miami and our reinforced team ensure we are more prepared than ever to provide exceptional service and innovation."*

## Global Commitment to Offset: New Business Unit

In a move that highlights Comexi's vision for the future of the industry, the company has formalized its dedication to **Offset technology**—renowned for its sustainability, flexibility, and high print quality—by creating a dedicated global Business Unit.

This new division is headed by **Alex Rabassa**, who will lead the technical and commercial advancement of this technology worldwide. The creation of this BU responds to a global market demand for solutions that reduce environmental impact and allow for high agility in short and medium runs, significantly optimizing production costs.

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**About Comexi:** Comexi is a leading global supplier of flexible packaging solutions, specializing in printing, converting, and lamination technologies. With a commitment to innovation and sustainability, Comexi empowers packaging manufacturers to excel in an ever-evolving industry.