

## Juergen Freier to join Ricoh as Director Commercial Print Sales

**Ricoh Europe, London, 05 September 2019** – Ricoh Europe is focusing even more on supporting clients in their analogue to digital transformation with the appointment of Juergen Freier as Director Commercial Print Sales of the Commercial Printing Group.



**Juergen will help customers in their analogue to digital transformation**

Juergen has a wealth of experience on supplier side helping clients juggle changing market demands and new technology to drive successful growth, and working as commercial printer himself using latest technologies to grow business.

His printing industry career began with Heidelberg in 1991. In 2003 he made a big leap when he joined one of Europe's largest publishing houses Gruner & Jahr, as President of Sales. He then became Managing Director of direct marketing specialist Meiller Direct and later President of Sales and Marketing for one of Europe's largest Printing Services Providers (PSP) Prinovis.

In 2011 he moved back to the supplier side as Managing Director of print finishing systems manufacturer Polar-Mohr. He joins Ricoh Europe from HP where recently he was General Manager Indigo and Inkjet Webfed EMEA.

Juergen comments: " I am excited to be taking on this role at a time when clients are looking to start or accelerate their move from analogue to digital. I am looking forward to combining my industry understanding with Ricoh's innovative hardware and software to show PSPs how to capture the market opportunities digital print offers. I can't wait to start."

"Juergen is a fantastic addition to our experienced and dynamic team," says Eef de Ridder, Vice President, Commercial Printing Group, Ricoh Europe. "He has a broad perspective and wealth of knowledge with respect to the challenges clients can face and with his expertise he is well placed to work with clients and help them meet their business needs and demands. He will enable them to develop the best approach to transformation that safeguards their current business while empowering them to introduce new ways of working and expand into new markets. His deep market knowledge and experience both on supplier and customer side, makes him ideal for this strategic role."

Juergen joins Ricoh Europe's Commercial Printing Group on November 1.

For more information please visit [www.ricoh-europe.com](http://www.ricoh-europe.com).

**-Ends-**

### **| About Ricoh |**

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2019, Ricoh Group had worldwide sales of 2,013 billion yen (approx. 18.1 billion USD).

For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com).

###

© 2019 RICOH COMPANY, LTD. All rights reserved. All referenced product names are the trademarks of their respective companies.

RICOH Europe [www.ricoh-europe.com](http://www.ricoh-europe.com)

20 Triton Street, London, NW1 3BF. Phone: +44 (0)20 7465 1153. E-mail: [media@ricoh-europe.com](mailto:media@ricoh-europe.com)

**For further information, please contact:**

Ricoh Europe PLC

Jack Gibson

Tel: +44 (0) 203 033 3766

E-mail: [media@ricoh-europe.com](mailto:media@ricoh-europe.com)

Homepage: [www.ricoh-europe.com](http://www.ricoh-europe.com)

Join us on Facebook: [www.facebook.com/ricoheurope](http://www.facebook.com/ricoheurope)

Follow us on Twitter: [www.twitter.com/ricoheurope](http://www.twitter.com/ricoheurope)

Visit the Ricoh media centre at: [www.ricoh-europe.com/press](http://www.ricoh-europe.com/press)