



FOR IMMEDIATE PUBLICATION

Zeikon expands its organization in Greater China Mr. Sean Wu is appointed General Manager

Lier, Belgium, 30 September 2021 – Zeikon has appointed Sean Wu General Manager for Greater China, signalling the company's increasing presence in the region. In his new role, Wu is tasked with managing the significant growth in interest for Zeikon's digital solutions in China, particularly from label and packaging printers and converters working with the high demands from brand owners and designers, creating unusual, unique and high-end products to meet ever-evolving consumer demand. Wu will also manage and coordinate Zeikon's new warehousing facility at its Technical Innovation Center in Shanghai, where the company can now provide same day consumables and parts delivery and technical support.

Wu says: "I am pleased to be a part of Zeikon's future plans in China. The Zeikon family is a great community of innovation and forward thinking. I have long admired Zeikon's technology, and with the huge growth we are seeing in the labels and packaging sectors in China, it is exciting for me to present Zeikon's innovative solutions to these markets. With the new warehousing facility now open in Shanghai, we are able to quickly respond with technical help and 24hr delivery service on parts and consumables. I have been working in the IT sector for almost 30 years – for Hitachi, EMC and IBM. I also worked for many years as General Manager at InfoPrint where I was in charge of selling Continuous Print solutions. My new role is a big opportunity and I now hope to bring my IT and management skills to support Zeikon."

Zeikon's Innovation Center in Shanghai is designed to house the latest Zeikon equipment to support the expanding Chinese markets. The hands-on centre of digital printing excellence is a welcome place of interaction where visitors and customers can test a variety of applications and options for new revenue streams and business growth. With this new state-of-the-art warehousing facility, Zeikon is now able to deliver a same-day response to its customers across the whole of Greater China.

Zeikon designed its Innovation Center in Shanghai to be a benchmark of excellence. Printing and converting companies are invited to discuss their business strategies and compare results on Zeikon equipment. Wu continues: "We are also able to provide customers with the full suite of Zeikon services, including training and support as well as our online and comprehensive advisory service Transform with its hotline for advice and guidance on digital transformation. With the new warehouse in operation, we can also efficiently handle all our customers' enquiries with a very fast response and a 24hr delivery".

Klaus Nielsen, Director & General Manager APAC, concludes: "We are delighted that Sean Wu has joined Zeikon as General Manager for Greater China. He brings a wealth of expertise and proven management skills. The Chinese market continues to expand, and this appointment is the next step in our G2M strategy for this region. In his newly established role, Sean will further develop and strengthen Zeikon business in Greater China."

PRESS RELEASE



ABOUT XEIKON

Xeikon, a division of Flint Group, is a long-standing leader and innovator in digital printing technology. Grounded in the principles of quality, flexibility and sustainability, Xeikon designs, develops and delivers web-fed digital colour presses for label and packaging applications, document printing, and commercial printing. These printing machines work with different imaging technologies, open workflow software and application-specific consumables.

In 2015, Xeikon joined Flint Group to create a new “Digital Printing Solutions” division for the leading global print consumables and solution provider to the packaging and print media industries. Flint Group develops and manufactures an extensive portfolio of consumables for the printing industry. These include a vast range of conventional and energy-curable inks and coatings, press room chemicals, printing plates and equipment, printing blankets and sleeves, and pigments and additives for use in inks and other colorant applications. The Flint Group is based in Luxembourg and employs around 7900 people. On a worldwide basis, the company is the number one or number two supplier in every major market segment it serves.

For more information about Xeikon, visit <http://www.xeikon.com> and for Flint Group, visit <http://www.flintgrp.com> or contact:

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