



FOR IMMEDIATE PUBLICATION

Xeikon appoints Jens Henrik Osmundsen as Head of Sales for IDERA

Lier, Belgium, 3 October 2022 – Xeikon has announced the appointment of [Jens Henrik Osmundsen](#) as Head of Corrugated Sales for the EMEA region, a new role that has been created to help accelerate the digital transformation of the corrugated sector with Xeikon IDERA. His remit will be to build up and strengthen the go-to-market strategy and to maximize opportunities for customers looking to take advantage of Xeikon's new single-pass, water-based digital inkjet printing technology for corrugated.

IDERA has been built by combining Xeikon's digital transformation expertise with Flint Group's corrugated know-how to deliver a new post-print inkjet technology that offers all the benefits of digital from faster production times, shorter runs and print-on-demand capabilities to full flexibility in design and meaningful savings in waste. Printing with water-based inks also makes IDERA compatible with the sustainability pledges made by brand owners worldwide.

"The corrugated market is ripe for digital transformation and I'm very excited to take on this new role because there is a fantastic opportunity to translate Xeikon's success from other market segments into the corrugated segment with the IDERA platform," said Osmundsen. "We are at the tipping point where digital can start to play a very significant role in corrugated and I believe I can contribute a great deal to Xeikon becoming a major player in the digital transformation of that segment based on my technical background in printing, my experience in the market and understanding of the varied needs of the customers that mix combined with Xeikon's capabilities, I hope will be a very powerful cocktail."

"Flint Group and Xeikon together have all the know-how to bring digital production to the corrugated market. "We are very excited to welcome Jens Henrik, who joins as we prepare to scale up the deployment of IDERA, a new digital solutions platform developed to make high-quality corrugated packaging production easy, adaptable and sustainable," said Daniel Velema, Xeikon's Vice President for corrugated and solutions services. "Jens Henrik will head up the sales efforts in EMEA. I'm sure our customers will benefit hugely from his deep knowledge and great understanding of new technology implementation for packaging."

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 digital colour presses for label and packaging applications as well as graphic arts and commercial printing. These printing machines work with different imaging technologies, open workflow software and application-specific consumables.

Xeikon is Flint Group's "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, and pigments and additives for use in inks and other colorant applications. Flint Group is based in Luxembourg and employs around 5500 people. On a worldwide basis, the company is the number one or number two supplier in every major market segment it serves.

PRESS RELEASE



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