



FOR IMMEDIATE RELEASE

CRON Europe appoints Stefan Werner as new Sales Director, EMEAR

- *Mitsubishi veteran Stefan Werner appointed to drive market growth for end-to-end print innovation*
- *Derek Sizer to retire at end of March, following 50 years in Graphic Arts Industry*
- *Expansion of European team follows successful 2017 for CRON's end-to-end press solutions*

Dusseldorf, 19/03/2018: Celebrating extraordinary growth in European markets in 2017, CRON-Europe today announces the appointment of Stefan Werner as its new Sales Director, EMEAR.

Stefan has joined CRON Europe from Mitsubishi International GmbH, where he served as Department Manager for International Sales and Distribution of Graphic Arts Materials. As Sales Director for CRON, he will assume responsibility for CRON's continued growth in Europe, Middle East and Russian markets, promoting CRON's portfolio of highly innovative end-to-end pre-press solutions.

Stefan will take over from Derek Sizer, who retires at the end of March after more than 50 years' service to the Graphic Arts industry. Derek has led the CRON Europe team since 2014 and was responsible for establishing the business in Europe, as well as introducing many of CRON's ground-breaking technologies to the market.

"Firstly, I would like to thank Derek Sizer for his huge contribution to CRON Europe - the business has flourished under his stewardship and we all wish him well for the future," said Stefan Werner, Sales Director, CRON Europe.

"But, I am also delighted to join the team as Sales Director for EMEAR. CRON is renowned for industry-leading innovation in Pre-Press and On-Press imaging machinery, and I am excited to join the company as it evolves to the next stage. CRON's goal is to deliver outstanding quality solutions that deliver customer value and increased profitability, without compromise. I am committed to driving continued growth in Europe and ensuring CRON becomes the preferred imaging supplier throughout the region."

Demonstrating a further commitment to expanding the company's operations in Europe, CRON is actively recruiting to enlarge its engineering team as well as business operations. The company has recently appointed Phil Zhao as Business Assistant, to enhance CRON's After-Sales support team.

CRON Europe enjoyed considerable success at Labelexpo Europe 2017, receiving record orders across EMEAR for its portfolio of products, spanning the entire digital prepress spectrum from UV, thermal to very large format CTP. The company recently announced the launch of three new HDI Flexo CTP H+ models (HDI 600H+, HDI 920H+ and HDI 1600H+) featuring double the laser power of comparable products. This remarkable technological advance enables pioneering standards of speed, delivering imaging resolutions up to 9600 dpi as standard, and vastly improved output and efficiency.

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PICTURE CAPTION:



Suggested Picture Caption: CRON-Europe has appointed Stefan Werner as its new Sales Director, EMEAR

About CRON

Since its founding in 1992, CRON has set its sights on redefining the direction of conventional offset print. Starting with image setting and moving to CTP, the company now provides a portfolio of integrated digital prepress technologies that improves the quality and efficiency of print workflows while reducing turnaround times and costs, as well as the point at which print runs become profitable. Today, CRON has four major strands to its business: advanced CTP solutions for UV, thermal and flexo plate exposure; precision offset plates for UV and thermal exposure sold under the Blackwood brand; integrated prepress peripherals; and precision inkers and instruments. Together these products not only streamline the platemaking process but also provide measurement and control of the final printed products, helping customers maintain and increase profitability.

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