

## Press Release

### **Koenig & Bauer Flexotecnica Names Daniel Vilchez as Its Area Sales Director for North America and Latin America**

Deep commitment to flexography and willingness to support existing and new customers on their expansion plans

- Seasoned flexography sales expert with more than 20 years of experience
- Responsible for sales and business development between Flexotecnica Italy and Koenig & Bauer North America and Latin America
- Partners with flexo printers bringing an international outlook and the latest trends in the market

Dallas, 14.10.2020

Koenig & Bauer has named Daniel Vilchez as its area sales director for both North America and Latin America. In this new role, Vilchez will be responsible for sales and business development to ensure the highest level of customer support by providing his in-depth expertise to the firm's range of flexography presses and its service support.

"I am pleased to support the North American division of Flexotecnica and excited to bring my international business and entrepreneurial mindset to flexographic printers in North America," says Vilchez. "As flexography continues to grow as a prominent printing process, I want to help them choose the best equipment tailored for their specific production needs. I will be working closely with the entire sales and service team demonstrating our commitment and willingness to grow and support existing and new customers."

Prior to joining Koenig & Bauer-Flexotecnica, Vilchez managed his own company, which he started at the age of 23. It worked with some of the biggest suppliers in the flexographic industry. He brings a proactive approach and strong customer relationship experience along with a strong technical knowledge. Vilchez earned an executive MBA from the IE Business School in Madrid.

"We welcome Daniel to our team here in North America," says Preston Neetzel, Sales Director CI Flexo of Koenig & Bauer US. "We believe he will become a valued resource for both our customers and our organization. He will bring his vast technical knowledge and experiences to Koenig & Bauer customers and provide them with a wealth of industry knowledge while lending his hands-on experience to allow our customers to continue to expand and grow."

Interesting website: [www.koenig-bauer.com](http://www.koenig-bauer.com)

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Photo 1:



Daniel Vilchez has been named the area sales director of both Latin America and North America.

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## **About Koenig & Bauer**

Koenig & Bauer (US) is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established over 200 years ago in Würzburg, Germany. Koenig & Bauer's claim, "We're on it." gets to the heart of Koenig & Bauer's values and competencies for all target groups. The group's product range is the broadest in the industry; its portfolio includes sheetfed offset presses in all format classes, post press die cutting, folder gluers, inkjet presses and systems, flexographic presses, commercial and newspaper web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, glass and plastic decorating.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)