

New faces for new challenges

We are delighted to announce the reinforcement of our staff as of December 2011. Schwarz Druck managed to recruit three new professionals for the fields of product innovation, strategic development in value and security printing, marketing and national/international sales.

Mrs Marion Seeger will be in charge of overall marketing activities, as well as market research and competitive analysis. A major part of her tasks will be company presentation, design and coordination of marketing activities and public relations. She will support the program for product development and innovative technologies. Marion Seeger will contribute her experience in international sales to promote Schwarz Drucks activities in the Greater China Region. Due to her language skills Mrs Seeger will act as direct point of contact for international customers.

Mrs Ewa Adam will focus on internal sales and key accounting, with special emphasis on the Central – and East European markets. Her competence and language skills qualify Mrs Adam for direct contact with the customers and authorities. Identifying and analyzing opportunities in the eastern countries of the EU will be a central aspect of her work, including market research and evaluation, marketing and PR activities. The development of innovative concepts for promotion and advertising partnerships will play a particular role in her activities.

Mr Florian Obst will from now on strengthen our national sales team and concentrate on the distribution of value- and security print products, brand protection and personalized documents with added value features. He is the counterpart for all aspects regarding the counselling and development of tailor-made solutions for brand- and product safety throughout the process chain. A key aspect of his tasks will be the individual labeling and tracing of goods and products (codes, serialization, track and tracing technologies).



Marion Seeger, Florian Obst, Ewa Adam