

FOR IMMEDIATE RELEASE
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DIRECT COLOR SYSTEMS™ APPOINTS DIRECTOR OF SALES, NORTH AMERICA

BERLIN, CONN., USA – Bob Degerstrom joins Direct Color Systems™ (DCS) as Director of Sales North America. Mr. Degerstrom has over 20 years of sales and product development experience in printing, graphics and imaging technologies.

Prior to joining DCS, he most recently was Director of Digital Business Development for Saati Print. He has also served as Global Channel Manager for Aellora Digital and Sales Manager for Mutoh America. His background includes developing sales channels by targeting commercial printers, distributors, dealers, systems integrators and OEM accounts, both domestically and internationally.

“Bob is a valuable addition to our staff. With his integrity and industry experience, he is well-suited to manage the U.S. distribution of our new line of Direct Jet printers,” says Blair Allen, President of DCS.

Direct Color Systems™ engineers, manufactures and markets small format, direct-to-substrate thermal and ink jet printers. The company also markets related printing supplies, including software, ribbons, inks, substrates and accessories.

Founded in 1995, DCS’ mission is to, “Create Customer Profitability through Continual Innovation”. The company sells to distributors in over 30 different countries around the world. DCS is located in central Connecticut at 1436 Berlin Turnpike, Berlin, USA.