

News Release For immediate release

Rotografix new agent for EAE in the Balkans

Oosterhout, November 2015 – EAE welcomes Rotografix as a new agent! Rotografix will represent EAE in the entire graphical market of Bosnia and Herzegovina, Bulgaria, Macedonia, Montenegro and Serbia. Due to the collaboration between Q.I. Press Controls and EAE, the agency decided it was about time to add EAE in their portfolio. Menno Jansen, Director Q.I. Press Controls, believes that having just one agent for both Q.I. Press Controls and EAE makes sure that the efficiency and effectiveness of the combination QIPC – EAE will be well known in the Balkans.

Rotografix, with its headquarter in Belgrade, Serbia, has been devoted to the marketing and sales of machines for the graphical industry for over 30 years. Rotografix' Managers Mihailo and Jovan Stankovic worked successfully together with Q.I. Press Controls Germany Manager Arslan Miftachoglu long before Q.I.



Rotografix

Press Controls was established. Since the last eleven years, Rotografix has been a successful agent for Q.I. Press Controls to actively represent and promote the sales of Q.I. Press Controls' equipment within the Balkans newspaper and commercial printing market. Now, after Q.I. Press Controls took over EAE, EAE decided to appoint Rotografix as an agent to actively represent and promote the sales of EAE in the Balkans market as well. Jovan Stankovic explains that their sales strategy is a personal one. It has been their practice from the start that they frequently visit their customers and send out various mailings. With respect of Q.I. Press Controls, these mailings were the registerFLASH, -FOCUS and the press releases.

Jovan Stankovic is confident about the addition of EAE to the portfolio. He states: *"We regard EAE as a very innovative and reliable company. That said, in our area there are many machines, which are of an older age and we expect that there will be demand for EAE's solutions."*

Menno Jansen believes that representation of EAE by Rotografix is contributory to the effectiveness and efficiency of the combination QIPC – EAE. He states: *"QIPC – EAE is working hard to provide synergy. One of the goals we want to accomplish is structured and coherent communication to our customers. By having one agent that represents both EAE and Q.I. Press Controls we are one step closer to accomplishing this goal."*

QIPC – EAE wishes Rotografix a successful and efficient business.

About Rotografix:

Rotografix' employees have been devoted to the marketing and sales of machines for the graphical industry for over 30 years. Their rich experience stems from cooperation with companies like MAN Roland, GOEBEL, EDELMANN, Gietz specifically in the offset printing sector as well as many other companies in the converting, packaging, bookbinding and high-security printing industries.

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About QIPC – EAE:

QIPC – EAE is the result of the acquisition of EAE by Q.I. Press Controls in 2014. Q.I. Press Controls, the number one supplier of innovative, high-quality optical measurement and control systems, joined forces with EAE, the leading supplier of control, automation and software solutions for the printing industry. Supported by a global service network, the QIPC – EAE joint-venture delivers total solutions for web offset presses in the printing industry. From prepress to mailroom, QIPC – EAE provides solutions that not only lead to production reliability, but to enhanced performance as well.

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