

News Release



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Zerfass Appointed New Digital Business Development Manager for Anderson & Vreeland

Lee Zerfass will manage and promote digital equipment sales; oversee digital vendor/OEM relations; and foster the expansion of digital products and services for Anderson & Vreeland, Inc.

"Anderson & Vreeland has all the right pieces in place for tremendous growth by continually introducing new digital products while focusing on customer support."

Bryan, OH -- The appointment of Lee Zerfass as Digital Business Development Manager for Anderson & Vreeland, Inc., leading manufacturer and distributor of flexographic plate processing equipment and materials, is announced by Darin Lyon, Vice President and General Manager.

In his new position, Zerfass will manage and promote digital hardware and software solutions to the packaging space; oversee digital vendor/OEM relations; and foster the expansion of digital products and services for Anderson & Vreeland, Inc. Zerfass brings

to his new position over 20 years of technical sales across various printing industries with a focus on digital products. He was formerly National Sales Manager for Oki Data Americas responsible for national accounts and related OEM partners for the proColor series of printers.

“Lee is a widely-respected and talented individual and we are extremely fortunate to have him back on our team,” said Darin Lyon. “The addition of Lee further demonstrates our commitment to providing solutions to the Flexo market. His wealth of experience and familiarity with the industry will be a significant benefit for our valued customers,” added Lyon.

Commenting on his appointment, Zerfass stated “I have always been impressed with Anderson & Vreeland as a forward-thinking organization with great products. A&V has all the right pieces in place for tremendous growth by continually introducing new products while always focusing on customer support.”

Zerfass is a graduate of Drake University with a BA degree in Graphic Design. He and his wife, Kacy, live with their three children in Odessa, Florida.

About Anderson & Vreeland, Inc.

Founded in 1961, Anderson & Vreeland has earned an international reputation as a leading provider of flexo prepress solutions for the graphic arts industry. The company offers a “systems” approach to conducting business by evaluating customer needs and offering the best solutions in the form of equipment, materials, training, and technology tailored for each customer. A&V supports these solutions with over 50 years of experience and a staff of technical sales representatives thoroughly knowledgeable

about the fine points of flexo. The company's substantial flexo experience and technical support sets it apart from other prepress suppliers. This experience and support results in smoother and easier integration of technical advancements affecting flexo prepress.

Further information is available on the web at www.AndersonVreeland.com.

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(Photo – Lee Zerfass appointed Digital Business Development Manager for Anderson & Vreeland, Inc.)