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Press Release

For immediate release

Barbieri Electronic announces focused initiative for North American markets.

Capitalizing on its highly successful product line of spectrophotometers for digital grand format, flatbed and industrial printers, Barbieri Electronic, headquartered in Italy, establishes a new company, Barbieri North America, Inc., offering the highest level of customer service and support for its solution suite.

Wolfgang Passler, international marketing and sales manager for Barbieri Worldwide stated, “understanding the potential of the North American market, we decided to take the next step in the process of a customer centric experience with our products by establishing Barbieri North America, Incorporated. Headquartered in New York, we now have service, support, logistics, sales and marketing all based here in the USA”.

This major announcement also includes the hiring of Sal Passanisi as Managing Director of the North American operation. “We’re very pleased to have Sal on board,” said Wolfgang Passler, “He brings us a tremendous amount of industry experience, with his first-hand knowledge, he’s a great complement to the technology we have to offer, he will be a very valuable asset to our company.”

Passanisi also brings VAR and channel sales success, working with companies such as Scitex, HP, Xerox, Apple and Epson as a systems integrator and dealer. Sal brings with him, decades of experience in the color supply chain. With the solutions Barbieri offers, including Digital Output Control, we have very optimized solutions for grand format color production environments, by offering very high quality, ROI driven solutions. With the SpectroPad and DOC we now have a superior solution for the agencies, in-plant and brand managers, when it comes to color certification”.

BARBIERI electronic - *Intelligent Measuring Technology when Color Quality counts*

Barbieri is an internationally operating manufacturer and supplier of intelligent color measurement systems, which ensure the highest image quality for professional digital printing.

Barbieri is the color measurement market leader for large format, flatbed and industrial printing.

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