**Media Alert**

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**Miraclon expands leadership in Asia Pacific region**

*Andy Yarrow appointed as Regional Commercial Director, Joerg Kullwitz to drive optimisation of customers’ gravure-to-flexo conversions*

Miraclon today announces the expansion of its leadership presence in the Asia Pacific Region. Andy Yarrow has been appointed as the company’s new Regional Commercial Director for the Asia Pacific Region (APR), while Joerg Kullwitz will move into the role of Commercial Lead for a strategic Miraclon initiative to address market requirements.

Based in Singapore, Andy will head up Miraclon’s APR sales, service and business management teams. He brings to his new role over 23 years’ printing industry experience across a wide range of markets and applications, including commercial print, sign and display, corrugated, ceramics and textile. Originally from the UK, for the last eight years Andy has worked in the Asia Pacific Region in a variety of sales and leadership roles for other industry-leading suppliers, including Xerox, EFI, Océ and Kornit Digital, where he served as APR President. In his most recent position, he was responsible for kickstarting the APR operations of innovative Israeli start-up, Twine Solutions.

“This is an exciting appointment for both Andy and Miraclon,” said Chief Commercial Officer, Grant Blewett. “Andy is thrilled to be getting back to his roots in printing, especially in the growing, innovation-rich packaging market. Miraclon will benefit from Andy’s wide industry experience, his knowledge of the Asia Pacific region, and his passionate commitment to building strong, lasting customer relationships.”

**Joerg Kullwitz to focus on customers transitioning from gravure-to-flexo**

In a further enhancement of the Miraclon APR-based team and in response to the rapid growth of the region’s flexo market, previous Regional Commercial Director, Joerg Kullwitz, moves into the new global role of Project Manager, Optimised Flexographic Print, which will see him partnering and working with customers around the world moving from gravure to flexo print production to rapidly achieve the maximum benefits.

Said Grant Blewett: “Over the last two years, Joerg’s leadership has been crucial to growing our presence in the Asia Pacific region. With more and more customers enjoying gravure-to-conversion benefits and success with our technology innovations, we’re expanding our leadership presence in APR to address increasing market demand. Joerg’s extensive knowledge of, and wide network in, the gravure and flexo industries make him the ideal candidate to support customers in their transitions. In the new role he can leverage multiple Miraclon resources to provide customers with the robust support they expect from us as they move into flexo production enabled by FLEXCEL NX Technology.”

**ENDS**

**About Miraclon**

Miraclon is the home of KODAK FLEXCEL Solutions, which have helped transform flexographic printing for more than a decade. The technology, including the industry-leading FLEXCEL NX and FLEXCEL NX Ultra Systems, and FLEXCEL NX Print Suite that enables PureFlexo™ Printing, maximizes on-press efficiency, delivers higher quality and overall best-in-class results. With a focus on pioneering image science, innovation, and collaboration with industry partners and customers, Miraclon is committed to the future of flexo and continues to be positioned to lead the charge. Find out more at [www.miraclon.com](http://www.miraclon.com), and follow us on [LinkedIn](https://www.linkedin.com/company/miraclon-corporation/) and [YouTube](https://www.youtube.com/channel/UCAZGpziB6Lq_Kx8ROgoMdCA/featured).