**Berger Textiles Expands U.S. Operations With Investment In Sales & Supply**

***New Sales Director Ralph Terramagra heads growing nationwide customer team***

**Krefeld, Germany, 02.05.2023** – Berger Textiles is bolstering its North American presence with an expanded sales team and new warehousing facilities to enhance its nationwide supply coverage.

**Ralph Terramagra** has been appointed as Sales Director for North America, bringing deep knowledge of textile materials and digital wide format printing gained in business development roles over more than twenty years. Ralph’s early career was in offset prepress, giving him a firm grounding in printing technology and colour reproduction.

The North American sales team now also comprises **Andrew Downs** and **Joseph Terramagra** as new Business Development Managers for the Mid-West and West Coast respectively, bringing further experience in digital printing and signage/display. They join Tamara Pitman (North East & Canada), Gary Basham (South East) and Ryan Buy (Dedicated Accounts).

Ralph Terramagra comments: “Joining Berger Textiles is a unique personal opportunity to be part of building and growing a great textile brand in North America. Berger is a company with a long heritage and strong reputation for quality and choice in Europe, and there’s definitely a strong appetite among North American customers for high-performance textile materials backed by expert technical support for soft signage, garment printing and interiors. With strong global management and an experienced sales team, we’re out to make Berger the ‘go-to’ textiles partner for North American printers, sign-makers, installers and designers.”

Ralph will work together with Berger Textiles CEO Alessandro Lanfranconi to bring the company’s deep technical, product and applications expertise to North American customers. Berger Textiles has also invested in upgraded warehousing facilities in Las Vegas (Nevada) and Louisville (Kentucky) to optimise service for customers nationwide.

Alessandro Lanfranconi comments: “Printable and functional textiles open up so many avenues for profitable diversification, but businesses need to be confident that they’re working with knowledgeable materials suppliers who can support them all the way and make every job a success. Together, Ralph and his colleagues have all the experience to unlock growth opportunities for North American print, signage, branding and décor businesses, with the full backing of the Berger team in Europe.”

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**About Berger Textiles**

Berger Textiles is a specialist provider of digitally printable textiles and accessories, with a comprehensive and expanding range of products for Soft Signage, Home & Fashion and Architecture, sold worldwide via a global network of sales partners. With 170 years of experience, Berger Textiles today aims to be the most innovative textile supplier for the digital printing world, from the market-leading Samba® brand to the latest sustainable solutions.

Berger Textiles is a Spandex Group Company.

<www.bergertextiles.com>

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