

Berikon, 24 May 2023

A change in Printcolor's leadership

At Printcolor, a Swiss family company specialized in the development and production of high-quality printing inks, two changes are being made to the operational management team. Current CEO Marc Bär is taking a step back from the day-to-day running of the business. COO Patrick Strebel is taking his place. Nelson Schneider is the new Global Sales Director.

After 30 years at Printcolor, most recently in the roles of CEO and President of the Board of Directors, Marc Bär will take a step back from the operational side of the business and will concentrate fully on his responsibilities as president from July 1, 2023. The current COO Patrick Strebel will succeed him as CEO.

Patrick Strebel has worked at Printcolor for almost 16 years. In his capacity as COO, he was most recently responsible for the organizational and operational modernization of the business. In 2021, he capped off his many years of experience with cutting-edge management expertise by completing an executive MBA program at the University of Zurich.

Nelson Schneider became the new Global Sales Director and a member of the management team on May 1, 2023. He is therefore in charge of global sales. Nelson Schneider has many years of experience in sales and leadership in the printing industry. He is a trained screen printer and state-certified technician in printing and media technology, and he recently completed his degree in business law.

"In Patrick Strebel and Nelson Schneider, we are thrilled to have gained two highly qualified leaders for these important roles," says Marc Bär in relation to these changes. "Together with Cornelia Stalder, Finance & HR Director, Andres Cordero, Technical Director, and all our employees, the new members of the management team will ensure our customers receive top-quality retail experiences and the best possible service."

About Printcolor

As an owner-managed Swiss family company, Printcolor has been developing, producing and selling tailored, high-performance ink and varnish solutions for the most challenging screen, pad and flexo printing applications in the graphics, technology and security fields for over 90 years. ISO 9000-certified. Swiss made. Guided by the values of quality, agility, trust, diligence and humanity, we employ around 80 employees across our locations in Switzerland, Germany and China. Our products are available all over the world via a global network of dealers.

For more information, please visit www.printcolor.ch

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