



PRESS RELEASE for immediate release

June 9th, 2017

Summa America to appoint Barry Budwit as Vice President and General Manager

In April of this year, Summa NV announced it would set up a subsidiary organization, **Summa America**, to develop its business in the Americas. Summa America is proud to announce that Barry Budwit will be taking on a leading role in developing the organization and business in the America's, as Vice President and General Manager.

Barry held several leading positions in the Digital Printing and Wide Format market at, Windsor Marketing, Wynit Distribution, and Xpdex. Previously to those assignments, he was at The Pitman Company for over 25 years, starting its wide format business among several other strategic leadership roles during his career. *"I am excited to join Summa and align my experiences in the Commercial Digital Printing Market with the best in class digital cutting solutions offered by Summa's product portfolio with a clear and dedicated channel strategy"*, said Barry Budwit.

Wim Maes, Summa America's President continues: *"Barry brings a unique set of skills and experience to the Summa team. During his career, Barry build an impressive network in the Sign & Display market, gathered a lot of expertise in wide format printing, finishing and workflow solutions. We are happy to start the Summa America business under his leadership"*

Summa America plans to be operational for business during the month of August of 2017. More news about Summa America will be disclosed as the organization further develops.

About Summa

With more than 30 years of experience building cutting plotters, Summa delivers highly reliable and accurate products for the sign making, labelling, vehicle wrap, and outdoor advertising industries. Summa's headquarters in Gistel, Belgium, can be reached by calling +32 59 27 00 11 or located on the web at www.summa.eu.

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