

Employee Communication

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Prinovis establishes new business unit: Prinovis Consulting

One important pillar in the Prinovis strategy is the expansion of its range of services to include comprehensive customer solutions. To further accelerate the development of these businesses in future, the Prinovis group has now set up a new line of business: "Prinovis Consulting".

The unit will coordinate closely with the business divisions, sites and Central Sales to accelerate Prinovis's reorganisation into a services company, and enhance its core printing division with high-quality customer solutions. One of its first projects will be to design and build a digital value chain for Prinovis.

Robert Bierfreund, 46, will be joining Prinovis on 1 August 2010 and will build and manage the "Prinovis Consulting" unit. He reports to Jürgen Freier, Managing Director of Central Sales at Prinovis.

Bierfreund, an electrical engineer, began his career as an electronics engineer for the power plant at maul-belser in Nuremberg, leaving to join Bertelsmann's eurohueco gravure plant in Barcelona in the early 1990s, where he rose through the ranks, eventually becoming Head of the Production department. In 2004, Robert Bierfreund joined Broschek in Hamburg, as Head of Technology, returning to arvato in 2007 as Head of Production and Technology at mohn media in Gütersloh. In 2008, he was named Managing Director of printer in Barcelona.

Jürgen Freier: "Prinovis is changing from a pure-play print services provider into a provider of integrated communication solutions with a focus on printing. 'Prinovis Consulting' will help us to develop these solutions and sharpen our profile among our customers. In Robert Bierfreund, Prinovis gains an internationally experienced manager with great know-how both in our core product, printing, and in the development of communication solutions. I am delighted that Robert has decided to join Prinovis and wish him the best of luck and success in his new role."

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