

MBO Worldwide Chairman and CEO, Frank Eckert, to Introduce The New MBO at MBO America Open House

MBO Executives and Partners Flying In to Share Details at New Americas Headquarters in Philadelphia Metro

Event Coincides with MBO America's 10,000th Installation and 30th Anniversary

July 14, 2014 – Philadelphia – MBO, the 49 year old postpress powerhouse with international headquarters in Oppenweiler, Germany; and 6 regional offices around the world; is sending its top executives and engineers to MBO America's Open House event. There, Chairman Frank Eckert and his colleagues, including Frank Bahmer, Director of International Sales and President/CEO of MBO America, will personally share recent development strategies that have culminated in a customer-centered, New MBO that today offers more of the highest quality, flexible, and reliable postpress solutions than ever before.

MBO management will meet with print industry VIPs, July 28-31, in Philadelphia. The 4-day Open House, taking place at MBO America's new headquarters and demonstration facility in the Philadelphia Metro region, coincides with MBO America's 30th Anniversary and the 10,000th installation in the Americas.

A Customer-Centric Initiative

"Our goal when meeting with customers is to make sure that the decisions being made meet long-term objectives for profitability, even as customers adapt to meet the needs of new market demands," says Frank Eckert, CEO of the MBO Group. "MBO's customer-centric initiative is possible due to the combination of our post-press expertise and our comprehensive product mix, which allows us to provide customized solutions that maximize ROI for the end user."

Open House attendees will hear from MBO executives, engineering, sales and technical personnel as they describe what they have learned from around the world, and how numerous customer interactions and studies were combined with industry data to determine direction.

"MBO has analyzed the modern print workflow and developed the finishing solutions to match," says Lance Martin, Director of North American Sales, "and those who attend the Open House – or watch the recordings that will be posted, afterwards – will see the exciting results!"

The Open House Details

The free event will showcase 10 of the most unique, sought after finishing solutions for direct mail, miniature folding, packaging, web finishing (inkjet finishing) and commercial finishing. MBO America executives will provide an inside look at the best in finishing, and help companies identify how they can best capitalize on finishing technology's profit-boosting potential. They will see live product demonstrations, where some of the fastest, scalable, and flexible technology in the market will be displayed.

Open House Registration

Those interested in attending one or more days should register as soon as possible at: Bit.ly/MBOAOpenHouse, as the event is now at 65% capacity, and the final date for registration is July 25.

About MBO America

MBO America celebrates 30 years and over 10,000 US installations as the most comprehensive postpress finishing solution provider in the western hemisphere. MBO America develops a broad array of cutting edge, high-performance finishing solutions for conventional, digital, and hybrid print operations, and fulfills specialized needs upon request.

MBO and MBO America are internationally renowned for superior customer and technical support, as well as top-notch consultation services. In 2014, MBO America is adding a variety of customer engagement opportunities that will build on existing, successful activities such as its popular, quarterly training seminars.

For product information, images and videos, visit MBO America's new website at <http://www.mboamerica.com>. For service related inquiries, contact: 1 800 626 8810 service@mboamerica.com

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