Press Release

# Koenig & Bauer UK Appoints New Post-Press Sales Manager

Sam Ward will drive post-press sales push and raise profile of Koenig & Bauer’s finishing solutions in the UK

* New Post-Press Sales Manager is responsible for sales of all Koenig & Bauer folder gluing and die-cutting solutions in the UK
* Koenig & Bauer emphasis on post-press solutions to be a major theme for drupa (A31, Hall 16)

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Watford, 21.05.2024  
Koenig & Bauer UK has made a significant bid to boost the profile of its industry leading post-press technology and solutions with the appointment of a new UK Post-Press Sales Manager. In the role, Sam Ward becomes responsible for sales of all Koenig & Bauer folder gluing and die-cutting solutions for print and packaging production in the UK.

Ward has extensive experience of understanding requirements as both supplier and user of equipment for the post-press market. Formerly with Arden Dies and, before that, a Customer Success advisor for Highcon, he has also worked more than 12 years as a post-press machine operator in both conventional and digital packaging production. According to Ward, this background means he is acutely aware of the pressures of production and where Koenig & Bauer’s technology focus on efficiency and streamlining can benefit.

“Obviously, the pull of the name Koenig & Bauer was a large part of the appeal of this role for me, but the Company vision was even more significant; the fact that Koenig & Bauer is dedicated to being a one-stop shop for print and packaging efficiency,” he explains. “I sometimes feel that the industry doesn’t give post-press all the respect it’s due, considering that it is fundamental to the overall success of a job. Having started at the bottom, I know how much skill is involved in this work. Koenig & Bauer’s belief in end-to-end efficiency throughout the entire production chain, means that every process carries the same weight and receives the same focus. This is a key technology differentiator and I’m eager to help customers understand this.”

The appointment of Sam Ward is well-timed ahead of drupa 2024, where Koenig & Bauer will be hosting a number of guests from the UK with particular interest in the post-press exhibits, the CutPRO X 106, CutPRO Q 106 and the Omega Alius 90.

Chris Scully, Managing Director of Koenig & Bauer UK is very positive about the benefits for customers with Ward on the team: “Sam’s experience, going right back to his time in production at Smurfit Kappa and Linney, means that he really has a personal connection to the people who can benefit from our finishing solutions. He has great insight into the issues they deal with and where the pinch points can occur. At Koenig & Bauer we pride ourselves on being able to embed ourselves into the production scenario at each customer and think creatively to find a unique solution. I have every confidence that Sam is exactly the right person for this job.”

#### Photo:

Sam Ward, UK Post-Press Sales Manager, pictured beside a CutPRO Q 106, one of the postpress highlights of Koenig & Bauer’s exhibit at drupa 2024 (A31, Hall 16).

#### Contact person for the press

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**About Koenig & Bauer**  
Koenig & Bauer is a globally active printing press manufacturer headquartered in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and converting process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,700 employees. Koenig & Bauer operates manufacturing plants at eleven locations in Europe, alongside a global sales and service network. The annual revenue in the 2023 financial year was around €1.3bn.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)