

## **Anilox roller manufacturer expands its distribution network to the US market**

### **Zecher establishes anilox roller cooperation with Daetwyler USA**

With a growing distribution network, the anilox roller manufacturer Zecher GmbH is continuously expanding into new regions and is driving the growth of the company forward. “The USA offers a high level of sales potential with the world’s largest flexographic printing market, which we haven’t proactively explored until now. This will now change.”, says Zecher’s Sales Manager, Thomas Reinking.

With Daetwyler, the world’s leading manufacturer of premium doctor blades, Zecher has brought a partner with a great market position on board who, from now on, will supply customers in the United States and Canada with Zecher anilox rollers. With its strong presence in this sales region and its excellent customer service, Daetwyler has successfully established itself in the market over the last 40 years and is therefore an ideal cooperation partner for us to expand our international sales.

Daetwyler shares the benefits of cooperating with Zecher and wants to make the best use of the synergies of this partnership. “With Zecher’s premium anilox rollers, Daetwyler will further strengthen its reputation as a supplier of high-quality pressroom products with a strong technical know-how in sales”, says Roger Heid, Managing Director of Daetwyler USA.

With Zecher’s anilox rollers as a complement to the product portfolio, Daetwyler wants to make it possible for its customers to obtain a comprehensive range of services from a single source. “When it comes to a demanding printing performance, doctor blades are only part of the equation”, says Kurt Oegerli, Head of the Graphic Arts Division of Daetwyler USA. “Through our partnership with Zecher we can offer our customers a complete printing solution along with the passion for excellence that our customers expect from us.”

#### **About Zecher**

Zecher GmbH is an international manufacturer of chrome and ceramic anilox rollers. With continuous further developments and various innovations in the field of printing technology to its name, Zecher currently counts on about 70 years’ experience in the manufacture of anilox rollers. Zecher produces more than 12,000 engraved anilox rollers annually at its main plant in the German town of Paderborn. For more information visit [www.zecher.com](http://www.zecher.com).

### **About Daetwyler USA**

Max Daetwyler Inc. was founded in Switzerland in 1943 and expanded to the USA in 1975 to serve the North American market. Today, Daetwyler is the leading supplier worldwide for doctor blades and complementary products for the printing industry. For more information visit [www.daetwyler-usa.com/pressroom/en/](http://www.daetwyler-usa.com/pressroom/en/).