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VIPColor Technologies Announces European Reseller Manager

Dr. Jules Farkas to head up EMEA Reseller Channel

15 October 2008--VIPColor Technologies is pleased to announce that Dr. Jules Farkas has recently joined the VIPColor team as the European Reseller Manager responsible for the EMEA region (Europe Middle East and Africa).

Based in Vienna, Austria, Dr. Farkas has a seven-year association with VIPColor and has been working in industrial digital printing solutions and channel management globally for many years.

"This is an exciting time for anyone who uses color labels as part of their business, with the impending arrival of VIPColor's VP485e," Dr. Farkas said. "I am looking forward to working directly with the VIPColor channel partners to help them drive new sales opportunities and grow the European market."

"We are delighted to have Dr. Farkas head up our European reseller channel," said Adrian Down, VIPColor's CEO. "With his breadth of industry knowledge, a deep understanding of global commerce and in-depth experience in EMEA, Dr. Farkas is supremely qualified to develop new opportunities and motivate our reseller channel to new levels of success."

VIPColor Technologies, a division of Venture Corporation, has been developing, manufacturing and marketing a range of digital printing solutions for over a decade. VIPColor builds on their extensive industry knowledge to develop label printing solutions focusing on speed, simplicity, reliability, print quality and connectivity. With customers in over 35 countries, VIPColor's printing solutions enable users to create outstanding quality custom labels in house.

For enquiries, contact Dr. Jules Farkas at drjfarkas@vipcolor.com, or telephone him at +(41) 79 359 7159.

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