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DTM Print Welcomes Guy Boxall as New Senior Sales Manager

DTM Print Ltd. established to specifically meet the needs of the British market

**Wiesbaden, Germany** (20 May 2021) - DTM Print, international OEM and solution provider for specialty printing systems, is proud to announce and welcome Guy Boxall as new Senior Sales Manager for the UK at the company’s new subsidiary DTM Print Ltd. on 1 June 2021. He is a well-known specialist in the printing industry with more than 30 years of sales and technical solutions experience in the AIDC industry with Omron Europe, Casio Electronics and more recently OKI Europe.

“We are thrilled to have Guy on board and join our sales team. He will be heading up sales in the UK, working with channel partners and end-users, providing the best specialty printing solutions our industry offers today. He’ll bring a fresh perspective and approach on sales development in that region,” says Andreas Hoffmann, Managing Director of DTM Print. “The British market has been a major one for us since the beginning. So, it is a logical step to have a permanent subsidiary with DTM Print Ltd. and a local sales representative for our customers.”

Boxall recognises short-run printed labels as a major growth sector for in-house label printing and print service providers. There is a growing need to print high-quality labels on-demand, with less stock and wastage. Before joining DTM Print, he managed the Pro1050 label printer launch at OKI, taking a conceptual product two years before launch, market testing and then growing the sales channel in EMEA. Together with the DTM LF140e Label Finisher it is now available through DTM Print.

Now that the UK comes out of Covid lock-down, Boxall is pleased to be visiting partners and customers again, as one-on-one meetings are permitted and trade shows are opening up. He explains that: “DTM Print has some great specialty print solutions in their portfolio with the LX610e offering full-bleed label printing and any-shape cutting, direct-to-food printer Eddie and the FX-Series using metallic foiling to give brilliant ‘eye-catching’ results.” The product range includes complete label printing and finishing as well as applicator solutions, providing installations ‘tailored’ to the end-user’s requirements.

Boxall has worked with the team at DTM Print GmbH since 2019, launching the innovative DTM CX86e Colour Tag Printer, the world’s smallest LED dry toner colour label printer. He confirms: “I have always been very impressed by the customer service and solutions knowledge within DTM Print. It is now the perfect time to join the team and expand their business.”

Starting 1 June 2021 Boxall can be contacted directly by phone at +44 (0)7827 955 799 or via email at [gboxall@dtm-print.eu](mailto:gboxall@dtm-print.eu).

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