

## **Neschen Americas**

SEAL® & Neschen® Brand Products

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Logos Available -  
see separate attachment or contact Julie Tarleton.

## **Neschen Americas Welcomes Jim Cain and Mike MacPherson**

March 10, 2009, Elkridge, Maryland – Neschen Americas – SEAL and Neschen Brand Products is pleased to welcome James Cain, Jr. and Michael MacPherson to the newly created role of Business Development Manager. In the role, Cain and MacPherson will be managing current national account and reseller programs as well as assist in the acquisition of new customers. They will also be working closely with the Field Sales team to provide additional support, drive National Account Corporate Development and manage print partner relationships.

Cain, the Eastern Territory Business Development Manger, brings over 25 years of graphics industry experience to the position. Prior to Neschen Americas, he was the Vice President of Business Development at SignWarehouse and the Vice President of Sales and Marketing at SA International. This experience will allow him to be a key resource for customers and sales staff.

MacPherson will be focusing his efforts as Business Development Manager on the Western section of the U.S. Formerly a Sales Manager with HASCO Sales Inc, he brings a wealth of industry expertise to the role and is an expert with the intricacies of the Neschen and SEAL brand product ranges. Prior to his position with HASCO, MacPherson worked for Seal Graphics Americas – resulting in over a decade of SEAL brand product knowledge.

“The addition of these two key resources will enable us to better manage and execute our channel strategy from the corporate level as well as the customer standpoint,” says Ken Ferrigno, Sr. VP of Sales and Marketing, “Both Mike and Jim bring years of experience to the table and we look forward to them hitting the ground running.”

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