



NEWS – For Immediate Release

Eagle Systems Opens Central European Office in Warsaw; Addresses Sales and Marketing Needs in Rapid Growing Region

WARSAW, Poland – February 3, 2015 -- Eagle Systems, Inc., a U.S. based developer and manufacturer of foil enhancement equipment, today announced that they have opened a new European office in Warsaw, Poland. The company also announced the appointment of Pawel Kusinski, as Managing Director of Eagle Systems Europe, effective immediately. With hundreds of cold and hot foil system installations worldwide, increasing demand has necessitated the company to expand its corporate sales and marketing operations, while offering a local response center in the heart of Europe. Located in Central Europe, Poland shares its border with seven countries. Warsaw, which resides in the heart of Poland, is less than three hours from London, Berlin, Paris, Rome, Moscow or Athens by plane. For more information, go to www.thefoilexperts.com.

Mr. Kusinski is a 20-year veteran of the graphic arts and printing industry having held managerial and executive sales and marketing positions of increasing responsibility in the Polish marketplace. His experience reads like a who's who of international leaders including ECRM (USA), Sakurai (Japan), Hamada Printing Press (Japan), SCS Automaberg (Italy), Technograf (Italy), and Zechini Gra-For (Italy). His main responsibility at the Warsaw office will be to support the European base as well as expand foiling education, service, sales, and marketing activities.

“Eighteen months ago I began my search for the next great impacting technology and that’s when I met Eagle CEO and President Mike King,” explains Kusinski. “Mike’s passion for foil applications transcends just making money. He strives to tailor each installation to the customer’s unique needs and wants, while combining old style engineering pride with an unparalleled drive to deliver a solution that just won’t quit. This demand for excellence is highly valued by our customer base. In a very short time, we’ve already sold and installed two different systems in the greater Warsaw area.



“The European printing community has an increasing demand for hot and cold foil printing, as a means of differentiating their services in unique market segments,” adds Kusinski. “Eagle is both the leading supplier and advocate of foil application and print enhancement on a global scale. Accordingly, Eagle has already established their good name throughout the region. So as their client base grew, it was a natural choice to open a local technical support, client services, and marketing response center closer to the customers. We aim to capture the European market in the same way Eagle now dominates in Americas, and many other parts of the world.”

The Eco-Eagle Cold Foil System

The Eco-Eagle Cold Foil system is a value-added finishing technique for cold foil applications. The add-on system can retrofit to new or existing 70cm up to 200cm sheet-fed offset presses from most major press manufacturers. It offers users the flexibility to apply a single 102cm width of foil or multiple widths of foil, in any combination, as narrow as 5cm. This ability greatly reduces foil cost and consumption. In addition, the cold foil system operates on about the same amount of electricity as a 1,500 watt hair dryer, reducing energy demands in production environments. This year, Eagle Systems has added the ability to use a 16,000k foil roll which allows for less change over during a job run.

About Eagle Systems

For more than 25 years, Eagle Systems has been the industry leader in the design and manufacture of foil application and print enhancement equipment. With hundreds of installations around the world, the Eagle Systems brand has become synonymous with quality, reliability and state of the art innovation. Since founding the company, Mike King, CEO/President and inventor of all Eagle Systems products, has specialized in the use of foil in printing. Once again Mike has demonstrated his dominance in this arena since the company first rolled out a new line of foil systems – the Eco-Eagle Cold Foil and the Eco-Eagle Cast and Cure systems.

These systems are in a class of their own. Completely manufactured, assembled and tested at their new plant in Ocean New Jersey, the Eco-Eagle systems are installed and in production within three days. Using advanced technology and the power of the internet, the highly automated Eco-Eagle Systems reduce foil costs, run smoothly and foil dust free without operator intervention. For more information about Eagle Systems products, go to www.thefoilexperts.com.

Those interested in learning more, can go online to [Helpful Facts on Hot Foil Stamping and Cold Foil Printing](#).

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