Press Release

# Koenig & Bauer and PIA MidAmerica Support Mutual Visions and Initiatives

Board members learned about education, training, and print promotion campaigns at the press manufacturer’s Dallas headquarters

* Nearly 20 PIA MidAmerica board members, guests, and staff were warmly greeted by the firm’s CEO and president and enjoyed lunch together
* Senior vice president of marketing gave an impressive presentation on Koenig & Bauer’s wide array of print solutions and how to differentiate yourself in the market
* Both organizations are offering outreach to attract new talent to this vital industry and promote the Print is Everywhere campaign

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The Printing & Imaging Association of MidAmerica (PIA MidAmerica) recently took advantage of an offer to hold a board meeting at the North American headquarters of Koenig & Bauer in which nearly 20 board members, guests, and staff learned how each is synchronized together on education, training, and print promotion campaigns as well as the latest press technology and vision for the future.

“It was a pleasure to meet with Kilian Renschler, the CEO and president of Koenig & Bauer (US/CA), and Eric Frank, the senior vice president of marketing and product management, who both enriched our knowledge about Koenig & Bauer’s broad array of products,” says Janie Morris, PIA MidAmerica regional director. “It’s important that both of our organizations are aligned together on increasing the workforce in our industry, particularly with young people, and our advocacy of Print is Everywhere campaign. It was a very meaningful and productive day for our members from Texas, Kansas, Oklahoma, and Western Missouri.”

“We enjoyed hosting PIA MidAmerica’s members for the first time at our Dallas corporate office where we could openly discuss our mutual goals of promoting print and its impact on our daily lives,” says Kilian Renschler, president and CEO of Koenig & Bauer (US/CA). “This is a dynamic association representing nearly 500 print, visual communications, and marketing firms and we look forward to working with them with our shared vision.”

Interesting website: [www.piamidam.org](http://www.piamidam.org)

**Photo**

Eric Frank, SVP of Koenig & Bauer, along with members of the Printing & Imaging Association of MidAmerica (PIA MidAmerica) recently held their board meeting at the North American headquarters of Koenig & Bauer in Dallas.

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**About Koenig & Bauer**

Koenig & Bauer (US) is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established over 205 years ago in Würzburg, Germany. Koenig & Bauer’s claim, “We’re on it.” gets to the heart of Koenig & Bauer’s values and competencies for all target groups. The group's product range is the broadest in the industry; its portfolio includes sheetfed offset presses in all format classes, post press die cutting, folder gluers, inkjet presses and systems, flexographic presses, web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, glass and plastic decorating.

Further information can be found at [www.koenig-bauer.com](about:blank)