Press Release

# Koenig & Bauer Forms New Partnership with Graphics Arts Alliance (GAA)

Celebrating its new role as the group’s first preferred press/post press supplier for its vast array of printer members

* Partnership includes Koenig & Bauer and GAA technology reviews and updates to ensure that members have access to the latest technology and equipment
* Provides Koenig & Bauer with a platform for product webinars, announcements, and special programs each quarter
* Graphic Arts Alliance was launched in 2002 to help printing and packaging firms save on their purchases

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Dallas, 23.08.2023  
Koenig & Bauer is proud to be chosen as the Graphic Arts Alliance’s first preferred press/post press partner and work with its esteemed North American membership of over 300 commercial printers and packaging firms. This partnership will allow GAA members to receive custom programs for sheetfed and post press equipment as well as be entitled to view member-only Koenig & Bauer product webinars, product demonstrations, new product announcements, training demonstrations, and educational insights into industry trends.

“We are very excited to partner with Koenig & Bauer,” says Wendy Romig, GAA’s managing director. “As we considered all of the different press manufacturers, we wanted to choose as our first a distinguished press and post press manufacturer with an excellent brand reputation. Koenig & Bauer certainly fits the criteria. Plus, a number of our members already operate Koenig & Bauer Rapida presses and post press equipment. We feel it is a perfect fit that will certainly benefit our members.”

“It is an honor to be chosen by GAA as their newest partner,” says Kilian Renschler, CEO and president of Koenig & Bauer North America. “Our knowledgeable and trusted sales managers are eager to introduce themselves and our complete sheetfed and post press product line and to work with GAA’s members to enable them to operate the finest press and post press equipment on the market and gain an advantage over their competition that differentiates them and provides strong growth.”

Interesting website: [www.graphicartsalliance.com](http://www.graphicartsalliance.com/)

#### Photo:

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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, commercial and newspaper 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](http://www.koenig-bauer.com)