Press Release

# Koenig & Bauer (US) Names Bridget Rice as Its New Northeast Territory Sales Manager

Representing the firm’s broad portfolio of sheetfed, digital, and postpress equipment and being committed to developing strong positive customer relationships

* Knowledgeable and passionate leader building strong, positive customer relationships
* Multi-decade experience as a print production specialist for sheetfed and digital press markets
* Proven track record of consultative solution-based sales strategies and exceeding customer expectations

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Dallas, 03.03.2025  
Koenig & Bauer (US) has announced a key addition to its sales team. Bridget Rice is joining the company as its new Northeast territory sales manager, taking over for Edward Heffernan, who recently retired after more than 20 years overseeing this territory.

“I’m thrilled to join Koenig & Bauer,” says Rice. “Its legacy of innovation and excellence in print technology is unrivaled, and I’m excited to contribute to its continued success. I’m looking forward to meeting one-on-one with current and potential clients and providing them with opportunities and profitable solutions for their businesses.”

Rice joins the firm with an outstanding resume in the printing industry. She has spent her entire career as a sales representative and account manager with the largest and most reputable graphic arts corporations, earning a reputation as the top worldwide sales representative and displaying a proven track record of consultative solution-based sales strategies.

“We are proud to welcome Bridget to our sales team,” says Alex G. Stepanian, regional sales director of Koenig & Bauer (US). “She is a knowledgeable and strong leader who builds positive customer relationships. Her multi-decade experience as a print production specialist for sheetfed and digital press markets makes her a tremendous asset to our team where she will deliver custom solutions for our customers.”

During her free time, Rice serves on the Board of Trustees at Beth Israel Hospital in Milton, MA, providing leadership, philanthropic support, and expertise to the hospital leadership team. She has a Bachelor of Arts degree in marketing communications from the University of Connecticut.

#### Photo:

Bridget Rice is the newly-named Northeast territory sales manager at Koenig & Bauer (US)

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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 207 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)