

FOR IMMEDIATE RELEASE



IDENTCO NAMES NEW DIRECTOR OF SALES FOR EUROPE

INGLESIDE, Ill. (September 21, 2017) – IDENTCO is pleased to announce that Katherine (Kate) Blake has joined the organization as Director of Sales, Europe.

In this role, Blake will be responsible for leading the go-to-market team in Europe, including planning and implementing sales and marketing plans, and expanding IDENTCO’s distribution channel. In addition, she will drive IDENTCO’s marketing efforts across Europe.

Blake joins IDENTCO after spending eight years at Kyzen Corporation, both in the U.S. and in Belgium, where she most recently served as Regional Sales Manager, Europe.

“Kate’s strong sales and marketing background and in-depth experience with the electronics sector uniquely qualifies her to lead our team in Europe,” said IDENTCO Founder and CEO Scott Lucas.

About IDENTCO

Headquartered outside Chicago, IDENTCO has been delivering technology-driven, *high-performance* labeling solutions since 1986. We challenge ourselves to develop innovative solutions that can withstand any number of extremes and meet the strictest performance standards. With ISO-certified manufacturing facilities in the U.S., Mexico and Germany, we have a global presence and local expertise. For more information, visit www.identco.com.

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