Press Release

# New head of sales at Koenig & Bauer Digital & Webfed

Philipp Zimmermann responsible for global sales of web offset and digital presses from August on

* Focus on the high-performance digital press RotaJET
* Consolidation of business relationships in commercial and newspaper printing
* Experience in special machine engineering

Würzburg, 26.08.2022  
Philipp Zimmermann has assumed responsibility for global sales of web offset and digital printing presses by Koenig & Bauer Digital & Webfed with effect from 1 August 2022. One focus of his tasks as Vice President Sales will be continued expansion of the market presence of the high-performance digital printing press RotaJET in the packaging, decor and book printing segments. Prior experience and know-how in the field of special machine engineering will hold him in good stead in this role. At the same time, Philipp Zimmermann plans to further consolidate the close business relationships with commercial and newspaper printers.

Philipp Zimmermann worked for KraussMaffei Technologies, a leading manufacturer of machinery for the plastics industry, for the past ten years. He joined the company as area sales manager for Asia, and was appointed product and sales manager for composite fibre and surface technologies for reaction process machinery in 2014.

In 2018, he became the head of the business unit that manufactures special machines for lightweight construction and high-end surface technologies, as well as process and system solutions for the manufacturing of industrial components using polyurethane and other reactive materials. For the past two years, Philipp Zimmermann was responsible for the global sales of reaction process machinery and achieved significant market growth in his segment during this time.

Stefan Segger, previously Vice President Sales for the business unit Digital & Webfed at Koenig & Bauer, will in future focus entirely on webfed digital printing, which is such an important segment for the company.

#### Photo 1:

As the new Vice President Sales, Philipp Zimmermann (37) is responsible for the worldwide sales activities of the business unit Koenig & Bauer Digital & Webfed

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#### About Koenig & Bauer

Koenig & Bauer is a globally active printing press manufacturer with headquarters in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and conversion process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,400 employees. Koenig & Bauer operates manufacturing plants at ten locations in Europe, alongside a global sales and service network. In the financial year 2021, annual sales amounted to €1.116 billion.

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