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Onlineprinters Group bundles international activities and pushes strategic realignment



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Simon Cooper now Managing Director of Onlineprinters' and Solopress' online business / Push on aligned European focus in online business / Clear commitment to European production sites / Esben Mols Kabell drives forward group's M&A activities / Expansion of AI activities

The Onlineprinters Group is taking the next step in its international strategic realignment and appoints Simon Cooper as Managing Director of Onlineprinters' and Solopress' online business. Cooper has been Managing Director of Solopress, the leading online printing company in the United Kingdom and part of the Onlineprinters Group, since 2019. In his new role, Cooper will manage both businesses within the Onlineprinters Group.

Even closer to the customer

'With this realigned joint focus, Onlineprinters and Solopress are in a much better position to conquer the European market. I am very pleased to be able to take both companies forward together and further develop our brands in the face of tough competition,' emphasises Cooper. 'We will continue to produce locally in Germany, the UK and Spain in order to be as close to our customers as possible.'

Unified vision

With this realignment of the C-level management team, the Onlineprinters Group is strengthening its position in the European

market by integrating its successful online business models, leveraging existing synergies even more efficiently, and strategically boosting its international growth. Esben Mols Kabell, Managing Director of the Scandinavian Print Group (SPG), will therefore continue to manage the business in Scandinavia and in particular drive forward group's M&A activities. The international management board thus consists of Simon Cooper (online business of the Onlineprinters and Solopress brands), Esben Mols Kabell (SPG and M&A), Tobias Volgmann (Group CFO) and Sascha Krines (Group CEO), who will continue to drive forward the group's strategic development and in particular its focus on data and tech.

Investment in AI and technology

Sascha Krines, Group CEO, sees great potential for growth through an intensified networking within the Onlineprinters Group: 'We want to share our knowledge and utilise important developments in the field of software technology jointly and in a resource-efficient manner. By integrating ground-breaking innovations such as artificial intelligence (AI), we want to stay ahead of the competition and further optimise the customer experience.'

About Onlineprinters

Onlineprinters is one of the leading online print shops in Europe. In our online shop, customers can configure and order their preferred solutions from our 5,000 products – and that 24/7. These products are manufactured with high-tech equipment in six countries and then shipped to the customers in a carbon-neutral way. 1,700 print experts always do their best to deliver the perfect result. Such services as design, flyer distribution or customised, individual solutions for companies complete our offer.

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