

Press Release

Giroform – Sales reorganisation in France

Bielefeld, 10th November 2011

Mitsubishi HiTec Paper Europe GmbH is adapting its commercial structure for sales of its carbonless paper range giroform® in order to provide a closer service to the market.

Mitsubishi HiTec Paper Europe (MPE) has entrusted the sales management of its carbonless paper range giroform® in France to the company SmartpaperPlus (SP+) since 1st November 2011. To offer an even closer and more reactive service to its customers, MPE has elected SP+ as the ambassador for giroform® on the French market, as is already the case for thermal paper sales.

Mitsubishi HiTec Paper Europe is one of the world's leading manufacturers of speciality papers (carbonless, thermal and inkjet papers), combining the know-how of a first-class paper maker with unique technical installations. As a responsible manufacturer with a global sales network MPE has been committed to eco-sensitive production and processing of giroform® paper for many years.

Boasting a full range of carbonless papers, thereof a special range for digital printing (giroform Digital®), MPE is a key actor in the carbonless paper market.

With this action MPE seeks to strengthen its position in France and is clearly indicating its intentions to hold its long term position on the market on the contrary to other players. Thanks to a clearer and more reactive structure, MPE will continue to meet the everyday higher expectations of the printing houses.

Mitsubishi HiTec Paper Europe GmbH
Sales
Niedernholz 23
33699 Bielefeld | Germany

Tel.: +49 521 2091-516 | Fax: +49 521 2091-549
sales.mpe@mitsubishi-paper.com | www.mitsubishi-paper.com

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