

**ILFORD National Sales Manager for the US market.**

June 26, 2019 – ILFORD Imaging Europe GmbH today announced the appointment of Paul Cousins as ILFORD National Sales Manager for the USA.

Paul will be responsible for the management of ILFORD's full product portfolio and will lead sales of ILFORD's premium brands, GALERIE, OMNIJET, ILFOJET & ILFOGUARD.

Based in the greater New York City area, Paul will also manage the Photo, Fine Art, Framing and Corporate Art Printing sales channels and be responsible for business development within the US retail market, as well as distribution management, training, and brand development across all market segments.

Paul brings over 20 years of successful sales experience in the Photo industry to ILFORD and will be reaching out to existing customers to make sure their needs are met while at the same time developing new partners. His appointment supports the Company's strategic direction, strengthening customer relationships as well as expanding our global sales support coverage.

"This is a great time to join ILFORD, with multiple new initiatives and a product road-map in place that aligns with the fast growing market," said Paul. "I am excited to be part of the team and honored to work for such a well-respected company in the photo industry"

Commenting on the appointment, ILFORD General Manager, Marc Payet, said; "The appointment of Paul as the National Sales Manager for the USA is about ensuring that we are structured and well positioned to service our customers and deliver the right customer outcomes; Paul is a seasoned sales professional with experience to lead the delivery of our strategy; I've no doubt he will be a huge asset to ILFORD and I look forward to working with Paul in growing the US business together."

Prior to joining ILFORD, Paul has worked in multiple Sales, Product Management and Support roles for photo lenses, cine lenses, filters and color management companies.

For more than 140 years, the ILFORD brand has long been synonymous with professional quality printing materials. As the photography market continues to move from traditional film production to the inkjet-dominated digital landscape, the company has continued to dedicate itself to creating innovative award-winning print media to meet these adapting demands.

PRESS RELEASE

### **Availability**

All ILFORD products will continue to be available through authorized dealers in the United States. For more information about ILFORD and their collection of paper products, including ICC Profiles and product descriptions, please visit:

[www.ilfordus.com](http://www.ilfordus.com)

### **About ILFORD**

Founded in 1879, ILFORD is a leading player in the development of professional photo quality media for high quality inkjet printing. The ILFORD name is well established in the history of imaging and today continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, research and development, and technical know-how.

For more information on ILFORD, please visit [www.ilford.com](http://www.ilford.com)

### **ILFORD National Sales Manager**

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