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Heidi Hoornaert appointed Account Manager

Gistel Belgium, December 18th, 2009 – Summa BVBA announces the appointment of Ms. Heidi Hoornaert to the European Sales and Marketing Team starting January 1-2010. Hoornaert will be succeeding Ms. Luciana Velloso, European Sales & Business Development Manager; whose temporary assignment in Europe has been concluded. Ms Velloso returns to our North America operations as Vice-President International Business Development to further support and expand our business in North and South America.

As Account Manager, Hoornaert's responsibilities will include managing Summa's customers in South and Western-Europe. "Heidi has a good knowledge in the graphics & sign industry and Summa's wide product portfolio. She brings marketing and in-house sales experience with her from previous positions within the company", said Erwin Vandousselaere, Managing Director.



Hoornaert joined Summa in Januari 2000 as in-house sales representative. Before joining Summa, she worked as sales representative for Calcomp. Heidi holds a bachelor degree in business administration from the College of Ghent. Hoornaert is fluent in Dutch, English, French and German and has an understanding of several other European languages.

About Summa

Summa manufactures and distributes graphic imaging products for the sign making, labeling, vehicle wrap, aerospace and outdoor advertising industries. Its products include SummaCut and Summa S Class vinyl cutting plotters and the industry's most environmentally friendly printer, the Summa DC4 wide format thermal transfer printer line. European headquartered in Gistel Belgium, Summa can be reached by calling +32 59 270011 or via the Web at www.summa.be

In the USA, Summa can be reached in Seattle, Washing or Boston Massachusetts, at +1-206-527-1050 or on the Web at www.summausa.com

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