



Luciana Velloso appointed Sales & Business Development Manager

Gistel Belgium, April 15th, 2008 – Summa BVBA today announced the appointment of Ms. Luciana Velloso to the European Sales and Marketing Team. As Sales & Business Development Manager her responsibilities will include expanding Summa's business in Europe.

"Luciana has excellent knowledge and experience in the graphics & sign industry and Summa's wide product portfolio. She brings US-expertise in sales, marketing and logistics with her from our North America operations," said Geert Pierloot, European Sales & Marketing Manager.

Ms. Velloso joined Summa in January 1998 as Latin America Sales Manager. She worked for Summa at different US locations and was responsible for the opening and general management of Summa's Eastern Division in Boston since January of 2000 to date. In January of 2008, she was promoted to VP of International Business Development before moving to Europe. Ms. Velloso has been working in the sign industry for over 15 years, and aside from Summa she has worked for major software companies and also an industry publication.



Luciana Velloso holds a bachelor degree in Business Administration from the University of Rio de Janeiro, Brazil. Ms. Velloso is fluent in English, Portuguese, Spanish and has an understanding of Italian. She has lived, worked and traveled throughout South, Central and North America.

About Summa bvba

Summa manufactures and distributes graphic imaging products for the signmaking, labelling, aerospace and outdoor advertising industries. Its products include SummaCut and S Class vinyl cutting plotters and the Summa DC4 and DC4sx contour cutting outdoor sign printers. Summa bvba, based in Gistel, Belgium, can be reached at +32 59 27 00 11, or on the web at www.summa.eu.

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