

Colortrac Limited, the NEW leader and innovator in large format scanners, expands Senior Management Team

Submitted by: Colortrac Ltd

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Colortrac Expands Senior Management Team

St Ives, Cambridgeshire, UK.

28th July 2010

Robert van Brakel Appointed Marketing Manager

Colortrac Limited, the NEW leader and innovator in large format scanners, has further extended its commitment to profitable business expansion with the appointment of Rob van Brakel to its senior management team. He joins the British wide format scanner manufacturer as their new Marketing Manager with worldwide responsibility for developing and implementing all elements of Colortrac's marketing activities.

See: www.colortrac.com

Rob has over 30 years management experience in developing customer focussed marketing programs and supporting sales channels development within technology led companies such as Xerox, STC and ITT.

"I am delighted to announce that Rob van Brakel has accepted this appointment" said Peter de Winter-Brown, Colortrac's Sales and Marketing Director.

"Rob's addition to Colortrac's senior leadership team gives us the professional experience and talent we need to raise our business to a higher level. Rob will ensure Colortrac has the necessary strategic and tactical marketing programmes in place to deliver our innovative solutions to end customers, while effectively developing our business worldwide and continuing to take market share from our competitors. His understanding of Product Life Cycle dynamics means the timely delivery and effective use of the necessary sales tools to provide our resellers in the sales channel with the means to support our global sales objectives."

Rob will be based in Colortrac's Brunel Court head office in St Ives, Cambridgeshire, a region of British excellence in science and technology. He will lead a team of professionals who will provide global sales and marketing support.

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Download images:

- Rob van Brakel - lo res: http://www.colortrac.com/press_releases/images/rob_van_brakel_lo.jpg
- Rob van Brakel - hi res: http://www.colortrac.com/press_releases/images/rob_van_brakel_hi.jpg

For further information contact:

Peter de Winter-Brown,
Sales and Marketing Director,

Colortrac Limited.
Tel: +44 (0)1480 464618
Email: press@colortrac.com
Web: www.colortrac.com

About Colortrac ...

Founded in 1989 and based in St Ives, Cambridgeshire, UK, a region of British excellence in science and technology, Colortrac Ltd is the leading innovator in professional wide format scanners and image acquisition software solutions.

As the first manufacturer to recognize the individual merits of Charge Coupled Display (CCD) and Contact Image Sensor technology (CIS), its fifth generation of SmartLF scanners and software are uniquely positioned to meet the demand for both price and performance across the full spectrum of scanning applications. These range from the demanding Graphics Arts market to practical, productive CAD, GIS, EDM and FM technical document scanning.

Colortrac is a fast growing company with many new technically innovative patents created by their Research and Development departments. It was the first wide format scanner manufacturer to use both CCD and CIS technologies in innovative ways, creating unique customer solutions to simplify their scanning problems. Colortrac Limited has offices in Beijing and Suzhou, P.R. China, in Chantilly, Virginia, USA and Yokohama, Japan

Further information about Colortrac's products can be found at: www.colortrac.com