

Don Archer Joins Anderson & Vreeland as New Regional Account Manager

Don Archer joins Anderson & Vreeland, a leading manufacturer and distributor of flexographic plate processing equipment and materials, as Regional Account Manager for CO, ID, MT, OR, UT, WA, WY providing in-depth flexo, packaging and sales experience for A&V customers.

Bryan, OH ([PRWEB](#)) January 28, 2016 -- The appointment of Don Archer as Regional Account Manager for Anderson & Vreeland, leading manufacturer and distributor of flexographic plate processing equipment and materials, is announced by Margaret Thurston, Western Regional Sales Manager for Anderson & Vreeland Inc.

“Don’s experience in the flexographic and packaging industries will greatly benefit our team and our customers.” said Thurston. “His consultative approach in developing customer-focused initiatives will also strengthen our ability to achieve stated goals and solve potential flexo problems”, added Thurston.

In his new position, Archer will offer technical sales and support, including introducing new, innovative solutions and technologies to A&V customers throughout Washington, Oregon, Idaho, Utah, Colorado, Wyoming and Montana.

Mr. Archer is a graduate of Western Michigan University, in Kalamazoo, MI where he earned a BS Industrial Engineering, Printing Management. He is also a Lean Six Sigma Green Belt. He brings to this new position over 20 years of sales and technical experience in the flexible and corrugated packaging industries. He authored the 1998 FFTA booklet "Basic Color Matching", an instructional booklet sold on the FFTA website. Don Archer resides in Gig Harbor, WA.

About Anderson & Vreeland, Inc.

Founded in 1961, Anderson & Vreeland has earned an international reputation as a leading provider of flexo prepress solutions for the graphic arts industry. The company offers a “systems” approach to conducting business by evaluating customer needs and offering the best solutions in the form of equipment, materials, training, and technology tailored for each customer. A&V supports these solutions with over 50 years of experience and a staff of technical sales representatives thoroughly knowledgeable about the fine points of flexo. The company’s substantial flexo experience and technical support sets it apart from other prepress suppliers. This experience and support results in smoother and easier integration of technical advancements affecting flexo prepress. Further information is available on the web at www.AndersonVreeland.com.