## Four Pees appoints José Salas as new Sales Manager for Spain and Portugal

**Ghent, 30/09/2021** - **In light of its further growth, international expansion and commitment to its customers, Four Pees welcomes José Salas as its new Sales Manager for Spain and Portugal. In this position, he will broaden Four Pees’ sales activities in the Iberian Peninsula and develop strong relationships with existing and future partners and customers.**

José has been a consultant at Hefe Solutions for the past three years, providing custom web-to-print solutions for printing agencies across Spain. Before this, he worked as the Managing Director for Europe and Latin America of Aleyant, provider of the web-to-print solution Pressero and eDocBuilder, after spending more than twenty-five years as the owner of iDatafont MIT (which later became Aleyant Spain), and various commercial functions in Telefonica, and Meydis.

“I look forward to helping printers automate their production with the rest of the Four Pees team,” **comments José Salas.** “From discussions I’ve had with clients in Spain and Portugal, more and more companies are convinced that automating and digitizing their print production is the way to go. It remains challenging for them to find a partner that combines industry and IT knowledge to assist them in that process. Together with the team at Four Pees, I want to become their go-to partner for all questions they might have regarding web-to-print and print production automation.”

**Tom Peire, CEO at Four Pees:** “Over the past two, we have significantly expanded. Our technical team has more than doubled, and we have built a dedicated sales presence in Belgium, the Netherlands, the UK, and France working together with our strong network of resellers. In our business model we combine a local commercial presence with a centralized technical team. This allows us to have a local language commercial and project management contact and benefit from the scale and skills a sizable team for implementations and support. A further expansion to the Iberian Peninsula is the next logical step for us in our growth story. We have worked with José at Aleyant and know he is an experienced sales manager. He fits right into our company culture and has a strong knowledge of the Spanish printing industry. I very much look forward to working together.”

### About Four Pees

Reimagine your print production. Four Pees turns your printing operations into a success by ensuring their smooth automation. The result? Your work becomes easier and your entire organisation functions optimally. We offer solutions to streamline print and packaging production from start to finish. Whether you need advice, a software product, or a seamlessly integrated solution that takes you from the drawing board to a tailored design, resulting in fully automated production.

Four Pees was founded in Ghent, Belgium in 2007. Today, more than ten years later, Four Pees offers solutions that streamline entire print and packaging production processes across the world, with sales in Belgium, the Netherlands, the United Kingdom and France. Thanks to its network of more than 40 trusted partners and resellers around the world, Four Pees can offer the best possible service.

Four Pees, feel the good flow.

For more information: [www.fourpees.com](http://www.fourpees.com/en/)

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