## Four Pees repositions itself

## ‘Feel the good flow’ in everything you do!

**Ghent, 03/12/2020** - Four Pees – international distributor and integrator of products and solutions to streamline print and packaging production – is proud to announce its corporate repositioning and rebranding, featuring a new website, new logo and new mission: ‘Feel the good flow’. The rebranding allows Four Pees to externalise its revamped strategy to expand its business from being a specialist software distributor to also supplying and integrating total solutions for resellers’ and end users’ print production needs.

### Total solutions for print production

Thanks to its years of experience as a specialist software distributor, Four Pees has expert knowledge about a wide variety of solutions. From web-to-print to packaging prototyping, job onboarding, colour management, online cooperation/approval, automated proofreading or media & ink optimisation, the Four Pees team knows how to identify and handle any challenge. But a software package alone is not a solution: it also needs to be integrated into an existing environment. That requires specific knowledge about graphic production as well as specialist IT knowledge and training.

**Tom Peire, CEO at Four Pees:** “Up until recently, we mainly focused on the international distribution of software products via local resellers. But because of the diminished focus on and knowledge of specific software among resellers and end users, we felt an increasing need to offer total solutions based on a combination of products and services. After all, these days, it’s more important than ever for companies to use lean production techniques in the various subsegments of the printing industry.

Printing companies as well as a growing number of businesses that handle printing solutions in other sectors are looking for a knowledgeable, responsive, scalable and reliable partner to help them achieve this. Four Pees wants to unburden them and make their print production run as smoothly as possible. That is why ‘Feel the good flow’ is the goal behind everything we do: we supply the necessary knowledge and tie up any loose ends, leaving our customer to simply enjoy the flow.”

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“Apart from this complete rebranding, we’ve also expanded our range of services and products to support our customers on their journey towards digitalisation and automation, and to meet printing companies’ growing need for specialised e-commerce solutions. At the same time, we want to remain a knowledge partner for our resellers. I’m greatly looking forward to developing together.”

### New brand, new marketing

As part of its rebranding process, Four Pees has also welcomed aboard Marketer Sam Claeys. Over the past seven years, Sam worked both as a PR Consultant for various B2B IT companies and as a Marketer at financial consulting firm VGD.

With this new asset, Four Pees wants to capitalise on its rebranding to increase its brand awareness and strengthen its position within the sector as the number-one integrator of software solutions to optimise graphic production processes.

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“I’m tremendously looking forward to this new adventure at Four Pees,” **Sam Claeys comments.** “We’ll also be taking Four Pees to the next level in terms of marketing. The entire team’s been working hard these past few months to make this rebranding a success. We’re very proud to present the result to the world. Just like the other initiatives we’ve got planned, our new website really broadcasts the message we want to send to our customers: Feel the good flow! And it’s just the beginning of this new story, plenty more is in the works. We’re all set to become the partner of choice for the printing industry.”

### 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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