

## FOR IMMEDIATE RELEASE

### CLOVER IMAGING GROUP REBRANDS AND UNVEILS NEW STRATEGY, NEW LOGO, AND NEW WEBSITE

March 6<sup>th</sup>, 2017 – Porto, Portugal – Clover Europe announced today the creation of the Clover Imaging Group (CIG). Now more than just a marketing umbrella, CIG joins Clover Wireless and Clover Telecom as a brand division within the Clover family.

The Clover Imaging Group launched last year was more conceptual in nature, a marketing umbrella to unite the brands and services available through Clover's imaging supplies division. Today, CIG is a sales and marketing engine designed to offer the market's most robust family of products, services, and solutions; all from one singular entity which creates an industry category of one. Now, all MSE, Dataproducts, freecolor and Re-Post brands, products, and services will be available from this new sales and marketing entity, Clover Imaging Group.

"For over 15 years, we have been putting together a group of companies in the imaging space that were leaders and drivers of innovation on their own, but taken collectively the new CIG is able to offer a portfolio of products, services and solutions that will not only set a new standard for today but will also serve as a global platform to drive the industry forward," said Eric Martin, President of Clover Imaging Group. "The newly created CIG will continue to evolve as market changes necessitate additional products and services which means you should expect to see this group continue to diversify and invest in our collective futures."

An integral component of the launch of CIG, and a tremendous benefit to customers, is the debut of a new, state-of-the-art CIG website that enables customers to order from the entire CIG portfolio of toners, inkjets, franking inks, etc. all from one destination. Cloverimaging.eu was developed with an intuitive responsive website design that enables customers to easily use it from any device and includes a multitude of features and cutting edge functionalities that simplify and streamline the purchasing process.

Robin Edwardes, Commercial Director EMEA commented "In EMEA the new Clover Imaging Group represents the widest range of toner products, business and franking inks and industry-leading MPS capabilities. The company will offer the best stock availability, supported brands, and IP safe re-assurance to the office supplies industry as well as our newly geographic focused sales, technical and customer care teams. We continue to work on supply-chain innovations to improve the service levels to all our customers, large and small, and the new CIG website will encapsulate this highly customer-centric approach".

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**About Clover Imaging Group** Clover Imaging Group (CIG) provides unparalleled support, collection opportunities, and solutions to independent dealers, OEMs, and retailers throughout the imaging channel and is comprised of the most respected and well-known brands in the industry including: MSE, Dataproducts, freecolor, Re-Post, Clover Environmental Solutions, collecture and Axess Managed Print Services. This impressive group offers the market's widest array of products and services and is supported by a vast engineering infrastructure, marketing resources, distribution capabilities, and strategic partnerships. By bringing all aspects of our business together, CIG is able to provide a level of partnership unsurpassed in the aftermarket imaging space.

#### Contact

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