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MAX International Welcomes Emmanuel Maurines as the New EU Client Manager

Lancaster, PA/Luxembourg: MAX International Converters, Sarl. /MAXStick® Products Ltd., industry leading global suppliers of direct thermal, liner-free, environmentally friendly, removable adhesive labels, is proud to welcome Emmanuel Maurines as the new EU Client Manager for **MAX International**.

For over 25 years, Maurines has worked within the print and apply labeling industry. During this time, Maurines has spent 15 years as a product manager for auto ID labeling and 12 years as an Area Sales Manager in France and southern Europe for multinational companies. Maurines has also expanded and created new labeling markets in Spain and Italy.

Along with creating and developing new markets for the industry, Maurines developed a customer base of over 1,000 accounts in his department as a Media Supply Manager for Interscan-Zetes in France.

Maurines has joined **MAX International** in February 2020 to help expand **MAXStick®** liner free labels within the European labeling market and create new markets internationally.

“I feel linerless was an environmental solution to help avoid waste in Europe and wanted to help linerless to come into new bigger scale markets,” says Maurines. His main goal is to commercialize the innovative eco-solutions of **MAX International**.

MAX International President Mike Vignas notes: “We are very excited to welcome Emmanuel to our team at **MAX International**. Not only will he bring a tighter focus on MAXStick’s ecologically friendly options to the EU market, but also open new markets to an already growing linerless industry.”

In addition to his years of experience in the industry, Maurines speaks four languages: French, English, Spanish, and Italian. Maurines attended Instituto Profesional Esucomex in Santiago de Chile, Novancia Business School of the Chambers of Commerce and Industry in Paris and has an Advanced Technician Certificate in Negotiation & Customer Relation. He will be based in Lyon, the capital of France’s Auvergne-Rhone-Alpes region.

MAX International Converters, Inc. / MAXStick Products Ltd.
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