

Jukka Saariluoma appointed to lead Hansaprint's Direct business

Jukka Saariluoma has been appointed Business Unit Director for Hansaprint's Direct business unit.

At the same time, the New Ventures unit headed by Saariluoma is integrated into the Direct business unit. New Ventures' development projects are based on digital printing services and Web2Print-applications, and this move provides even more focus on their development.

Saariluoma continues to report to Hansaprint's CEO.

Timo Ketonen
CEO
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Additional information:

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Hansaprint

Hansaprint is a leading printing house in the Nordic region and a service company specialised in comprehensive marketing solutions. The company concentrates on developing printing and logistics services in the field of marketing communication, multichannel services and marketing services that generate measurable benefits for its customers. Hansaprint is headquartered in Turku, Finland and has subsidiaries and partners in all Nordic countries as well as in Western Europe, Russia and Hungary. Hansaprint is part of the TS Group. The other major owner of Hansaprint is Sanoma. In 2009, Hansaprint's turnover was 112 M€.