Press release, September 2026

New addition to swissQprint sales team bolsters UK division

swissQprint UK has strengthened its sales team with the appointment of Dave Cull as Sales Manager for the South East region. The move reflects the company's continued investment in the UK market.

Dave brings more than 45 years of experience in the print industry, having started his career as a screen printer in 1981 before moving into training, technical and sales positions. Throughout his career, he has worked closely with print businesses to identify opportunities for growth, improve productivity and adopt new technologies. By joining swissQprint he brings his recent large format industry experience to one of the most respected brands in large format printing.

"The decision to join swissQprint was heavily influenced by the feedback I received from customers," said Dave. "The reputation for build quality, reliability, versatility and customer support is exceptionally strong. Throughout my career, I've seen how important dependable equipment is for businesses working to tight deadlines, and swissQprint has built an impressive reputation in this area."

Supporting UK customers

Having visited swissQprint's headquarters in Switzerland and the UK facility in Bracknell, Dave said he has been impressed by both the engineering behind the technology and the expertise of the team supporting customers.

He added: "What stands out is the company's focus on helping customers achieve maximum value from their investment. I'm looking forward to helping more print businesses in the South East understand the opportunities that swissQprint technology can create for them."

Erskine Stewart, Managing Director of swissQprint UK, said: "Dave's experience and reputation within the industry make him an excellent addition to the team. As our UK customer base continues to grow, investing in experienced people is essential. I have no doubt he will help us support more companies as they evaluate how new technology can increase print productivity, expand application possibilities and strengthen their businesses for the future."

Long-term commitment

The appointment comes as swissQprint UK continues to expand its presence in the market. As a wholly owned subsidiary, the Bracknell operation provides demonstrations, technical expertise, service support and application advice for customers across the country.

swissQprint will be exhibiting at The Print Show on stand P420. "Come and see the difference," said Dave. "The combination of Swiss technology with our local UK sales and support makes for an exceptionally strong proposition. I'm delighted to be part of the team."

About swissQprint

swissQprint is a privately owned Swiss manufacturer of large format printers. High precision, outstanding performance, exemplary service, and exceptional reliability drive swissQprint's innovation in digital printing. More than 220 employees are proud to stand behind the swissQprint name.

From signage and POS displays to art reproduction and bespoke industrial applications, swissQprint customers can always rely on state-of-the-art inkjet solutions. Providing the local service and quality swissQprint is known for, the UK office is one of six subsidiaries that support swissQprint's products around the world.

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Dave Cull, swissQprint Sales Manager for the South East.

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