

## Blackman and White expand Technical Sales Department

Blackman and White, the UK's only manufacturer of industrial flatbed cutters has expanded its technical sales department to cope with the increased demand for their high-tech automated machines. John Ichikawa has been promoted to head of Technical Sales to work alongside managing director Alex White who will now focus more on International sales.

Ichikawa has been with Blackman and White for 12 years and has wide experience across all aspects of BW cutting machines including production, installation, technical support and servicing. He also has practical experience of their application for automated blade and laser cutting of a wide range of materials from PVC and sailcloth to composites and other technical textiles.



Following Ichikawa's promotion to Technical Sales, Adrian Zurek who has 5 years experience with Blackman and White in the manufacturing and installation departments now takes over as Installation and Service manager.

Managing director White commented, "We have experienced a dramatic increase in enquiries both in the UK and overseas for automated cutters during the last year, so we needed additional experienced staff who understand the practical issues that customers face. John has a full understanding of our machines and their applications, so was the ideal candidate to fill the role."

Ichikawa said, "All our machines and accessories are manufactured here in the UK, which means we not only provide machines that are tailored to meet each customer's specific needs, but we can also react rapidly so our customers are up and running with the minimum of delay."

White added, "John has an intimate knowledge of our automated cutting machines and a 'hands on' experience of their operation in a wide range of industries. This puts him in an

ideal position to help our customers benefit from the increased accuracy, speed and efficiency as well as the reduction in wastage of materials that our cutting machines bring."

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**Editor's Notes**

High resolution images available on request

**More about Blackman and White**

Blackman and White is a world class leader in the field and the only UK manufacturer of industrial flatbed cutting machines. Blackman and White cutting machines are used across a wide range of industries including marine, automotive, aeronautical, printing, construction and upholstery sectors. Their cutters and plotters range from the Orion, designed for light to medium duty, to the Mastercut heavy duty platform. Blackman & White's innovative Mastercut Versa-Tech series provides laser, knife and routing capabilities cuts thin metal including aluminium, rigid board, Foamex, acrylic and wood up to one inch thick with an accuracy within 0.1mm. Available with blade, laser cutters or routers, BW Cutters are exported to Europe, the Middle and Far East and throughout the USA.

For further information visit [www.bwcutters.com](http://www.bwcutters.com)

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