For Immediate Release

EyeC-America Appoints Rob Anderson as Key Account Manager

SAINT CHARLES, IL, USA, October 19, 2026 – EyeC-America, LLC has appointed Rob Anderson as Key Account Manager. Anderson has 43 years of experience in the printing and packaging industry, with a background in operations leadership, manufacturing technology, and workflow integration from prepress through finishing. With this appointment, EyeC-America strengthens its key account team to help customers improve production efficiency and profitability. For more information, visit EyeC.com.

Anderson spent much of his career on the production floor and in operations management. He has worked closely with equipment manufacturers as both a technical liaison and an early-adopter customer, helping develop computer-integrated manufacturing workflows and integrate equipment into production environments. His background also includes account management and consulting, where he has helped executives evaluate technology investments in relation to operational needs and business goals. His hands-on experience with prepress, computer vision, and automated inspection gives him a practical understanding of the production challenges EyeC-America's customers face.

In his new role at EyeC-America, Anderson will work with key accounts to identify opportunities to integrate automated print inspection into prepress, printing, die-cutting, and finishing workflows. He will help production teams assess their inspection requirements and work with business leaders to evaluate how EyeC technology can help reduce waste, improve throughput, and increase profitability.

"My job is to make sure our customers get real value out of their inspection systems," said Rob Anderson, Key Account Manager at EyeC-America. "I've spent my career on the plant floor, so I know what they're dealing with, and I want to help them run more efficiently."

About EyeC-America

Founded in 2003, EyeC-America is the North American partner of EyeC GmbH, providing local sales, service, and technical support for customers across North and South America. From its base in St. Charles, Illinois, EyeC-America ensures regional access to EyeC's advanced print inspection technology and expertise, supporting printers, packaging manufacturers, and brand owners in achieving the highest quality standards. EyeC is the only provider on the market that ensures product quality throughout the entire manufacturing process – from the first artwork file to the finished printed product. Products from EyeC provide users with 100% confidence about the print quality of their products, such as labels, folding boxes, package inserts, or flexible packaging. As a result, complaints and recalls are minimized, production costs are lowered, and quality testing is optimized. Around the world, more than 3,800 EyeC inspection systems are currently used by pharmaceutical companies, printers, and manufacturers of branded goods. The company currently employs a team of around 70 employees in Hamburg and has a global sales network spanning more than 100 countries. More information via EyeC.com.

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