

# Brian Frary

## Printer Technical Representative Sappi North America

As a printer technical representative at Sappi, Brian Frary is responsible for resolving technically-challenging issues on Sappi paper, including both on-press problems and chronic system issues. Brian engages printing industry co-suppliers to expand printing system knowledge and solve joint customer problems. To drive long-term relevancy for Sappi products, Brian represents the customer's voice within Sappi by providing timely customer feedback on product quality and performance.

Brian works closely with the Sappi regional sales team to proactively maintain and grow strategic business at target customers, including building strong relationships at the printer. More specifically, Brian supports the north region salespeople across Connecticut, upstate New York, Massachusetts, New Hampshire, Vermont, and Maine; in addition to supporting salespeople throughout Ontario, Quebec, and the Canadian Maritimes.

Building on his extensive printing experience, Brian also has specialized training in a variety of repair and installation techniques, including reverse osmosis, chemical blending, solvent recovery units and humidification systems.

Prior to joining Sappi in 2005, Brian most recently served as a technical representative and outside sales member at a worldwide manufacturer and distributor of pressroom consumable chemicals and graphic art process control equipment. Before that, he managed the printing department at Polaroid Corporation. Brian joined the printing community in 1980 and has held various pressman positions with companies in the greater Boston area.