

# Frank Renfro

## Senior Printer Technical Representative Sappi North America

As a senior printer technical representative at Sappi, Frank Renfro is responsible for ensuring preeminent technical support of Sappi's strategic printer accounts. A highly skilled and experienced resource, Frank leads the resolution of complex pressroom issues by engaging printer personnel and industry co-suppliers. This often involves analyzing printing system components to identify underlying root causes of pressroom problems, in order to ultimately implement viable long-term solutions on press. As a technical authority on paper's role in printing, Frank also proactively supports key customers with educational programs and workshops.

Frank works closely with the regional sales team to ensure proper allocation of technical resources to key customers and initiatives. He specifically supports the sales teams throughout the southern region.

Frank has broad industry experience in operating and managing prepress, sheetfed and web pressrooms. Prior to joining Sappi in 2000, Frank served 10 years at Berryville Graphics (a Bertelsman Company) as Customer Service Manager and Technical Service Manager, where he helped develop a successful high quality 4-color children's book division competing with the Far East.

Frank also served 23 years at Rand McNally as prepress lead, sheetfed pressroom, web pressroom manager, customer service representative, customer quality control manager, and technical service manager. Frank's prior experience includes companies such as: Benham Press, Berryville Graphics and Nicholstone.