

BIXOLON Names Paul Kim as the New Managing Director of BIXOLON Europe GmbH

Tuesday 1 July, 2025

Driving Innovation and Market Expansion Across Europe

BIXOLON Europe GmbH, a subsidiary of BIXOLON Co. Ltd, a leading global Mobile, Label and POS printer manufacturer, has appointed Paul Kim as the new Managing Director of BIXOLON Europe GmbH who is replacing Jay Kim from his current position as of the 1st July 2025.

With over 22 years of global sales experience within the technology and printing solutions industry at BIXOLON. Paul joins the European team from BIXOLON America Inc. where he held the role of President, leading significant business transformation initiatives across the US.

In this new role, Paul will be overseeing for BIXOLON's ongoing operations, sales, technical and marketing activities across the pan-European market. While responsible for driving BIXOLON's European strategic direction, expanding its market presence and strengthening relationships with key partners and customers throughout the region.

"My extensive previous experience at BIXOLON has provided me with a global sales overview to which I can bring forward to the European market to better understand our customers, partners and colleagues," cites Paul Kim, Managing Director, BIXOLON Europe GmbH. "BIXOLON as a company holds more value than the market often recognises. My goal is to help more customers experience the true power of BIXOLON's value – through trusted service, strong relationships and solutions that truly meet their ongoing needs. All while building a workplace which helps the team to balance pride and support for both their working and personal lives."

"During my tenure as Managing Director for BIXOLON Europe, I have brought organisational stabilisation and an enhanced sales reach which has built a solid foundation for BIXOLON's channel business across Europe," explains Jay Kim, BIXOLON Ltd. "Although the market has experienced prolonged economic slowdown which has been intensified by increased market competition, BIXOLON's European strategic market approach has been to include a greater influx of multinational businesses."

Jay Kim goes on to say, "Paul Kim has proven his strong leadership throughout his previous roles, and it's expected that he will support a complete holistic go-to-market strategy from his rich experience which will benefit and elevate the European market moving forward."

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About BIXOLON

BIXOLON is a leading global manufacturer of innovative, advanced printing technologies including point-of-sale receipt, label, Auto ID and mobile printers for a wide range of environments. Millions of BIXOLON printers are used today in retail, hospitality, healthcare, banking, ticketing, post/parcel, warehousing and other transaction-intensive industries. In 2023, for the 10th consecutive year BIXOLON was named global mobile receipt printer market leader by Japanese research company Chunichisha.

www.BixelonEU.com

For more information contact:

Jada Kim

General Manager, Global Marketing

BIXOLON Co., Ltd.

ekim@bixelon.com

Tel: +82-31-218-5500

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Scan Me:



www.Bixelon.com

Annette Carr

Senior European Marketing Manager

BIXOLON Europe GmbH

Marketing@bixelon.eu

Tel: +49-211-68-78-54-0

www.BixelonEU.com

Liz Crouch

Marketing Manager

BIXOLON America Inc.

marketing@bixelonusa.com

Tel: + 1 858 764 4582

www.bixelonusa.com

Company Contact:

—

BIXOLON Europe GmbH

T. +49-211-68 78 54-0

E. marketing@bixonlon.eu

W. <https://www.BixonlonEU.com>

Additional Contact(s):

Annette Carr

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