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NFI Corp. Announces Jessica Turner as Marketing Content Manager

NEW BEDFORD and SWANSEA, MA, ISSUED MAY 2, 2018...NFI Corp. (<http://nficorp.com>), the global leader in high-performing printed graphic solutions, today announced that Jessica Turner has joined the company as Marketing Content Manager.

In this role, Turner is responsible for managing content strategy execution for the company, from ideation to completion and measurement. This includes developing and coordinating high-quality content that strategically communicates the message of the organization and tells the NFI Corp. story over a multitude of channels as well as analyzing content campaign performance.

Most recently, Turner, a resident of Swansea, Mass., worked as a Sales and Marketing Associate at MicroFridge – Danby Appliances Group, where she managed the MicroFridge brand and led marketing strategies of new product and brand launches. Turner’s experience includes additional roles that encompassed media relations, public relations, and social media. She earned a B.S. in Advertising and Marketing Communications from Johnson & Wales University in Providence.

“We are very excited to welcome Jessica to our NFI team,” said Beatrice Thouveny, marketing director for NFI Corp. “Her experience and talents will go far in implementing our marketing strategy while providing our customers with rich and helpful content about what we can offer them in terms of products, solutions, and overall quality.”

About NFI Corp. – Nameplates For Industry

Nameplates For Industry, or NFI Corp., was started in 1975 in England, and eventually established a business base in New Bedford, Mass. (which separated from the England location by 1988). The business, which specializes in printing on plastic, started as a screen-printing manufacturer, and has since added digital printing and flexographic printing to its services as a producer of custom, high-performing graphic solutions, which include long-lasting barcode labels, serial number labels, domed labels, asset tags, tamper-proof labels, metal nameplates, and electrical membrane switches.

NFI Corp. serves the medical, industrial manufacturing, government/military, professional services, technology and communications, transportation and equipment, and distribution industries, and has clients throughout the United States and globally. NFI Corp. is committed to standards of sustainability and incorporates eco-conscious guidelines and processes whenever possible. NFI Corp. is located at 213 Theodore Rice Boulevard, New Bedford, MA 02745. For more information about NFI Corp., please visit www.nficorp.com, or call 800-999-8900.