



**FOR IMMEDIATE RELEASE**

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**NFI Corp. Announces Tracy Alexion as Sales Manager**

NEW BEDFORD and FAIRHAVEN, MA, ISSUED NOVEMBER 16, 2018...NFI Corp. (<http://nficorp.com>), the global leader in high-performing printed graphic solutions, today announced that [Tracy Alexion](#) has joined the company as Sales Manager.

In this role, Alexion leads NFI's team of customer care service professionals and sales engineers. As manager, she is in a key position to drive the sales team to achieve higher targets by looking for new customers, identifying new industries for development, and establishing strategies for large account development, while achieving higher customer conversions by providing [solutions-oriented interactions](#).

Most recently, Alexion, a resident of Fairhaven, Mass., served as a personal lines account manager with Hub International NE LLC. Previous work experience includes roles with M. Bradshaw Insurance Agency, Bosworth Insurance Agency, and Design Mark Industries.

Alexion volunteers at Gifts to Give in New Bedford and previously served as Vice President of the Leroy Wood School Parent Teacher Organization. She is an avid runner and exercise enthusiast and enjoys watching her two sons play football and basketball, as well as taking her dogs to the beach for a swim in the ocean.

"We are very happy to welcome Tracy to our [NFI team](#)," said Meagan Bennett, director of sales for NFI Corp. "Her experience and interpersonal skills will be integral to providing [needed solutions](#) for our customers as well as advancing the overall growth of our company."

**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](http://www.nficorp.com), or call 800-999-8900.