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Beatrice Thouveny Named *Providence Business News* Business Women Awards Recipient

NEW BEDFORD, MA, and PROVIDENCE, RI, ISSUED APRIL 22, 2019...Beatrice Thouveny, Director of Marketing for NFI Corp., the global leader in high performing printed graphic solutions, was recently announced as one of *Providence Business News'* (PBN) Business Women Awards recipients. Thouveny was named "Woman to Watch" in the Creative Services category.

Thouveny joined the NFI Corp. team in July 2016, to help rebrand the company, as well as lead the complete rebranding of Design Mark Industries after it was acquired by NFI, and create and implement the sales and marketing strategy for Flexible Pack, a new company launched from scratch by NFI Corp. Thouveny has greatly assisted with the rebranding efforts of NFI Corp., formerly known as Nameplates For Industry, with not only a new name but also a logo, color scheme, and tagline. She has also led initiatives to completely rework the content of both the NFI and Design Mark websites from targeted industries to product offerings, with specific focus on the potential buyer/decision-maker as audience. These efforts also enhanced companies' new looks while also balancing its familiarity to those who were already introduced to the company.

Thouveny, a resident of Hingham, has an international background. Her parents were Dutch and French, resulting in bilingual-level proficiency of those two languages, plus English, and working/business-level proficiency in Italian, German, and Spanish. She earned her bachelor's degree from Auckland University of Technology in New Zealand, and her M.B.A. in marketing from the Institut Supérieur de Commerce International de Dunkerque in France.

Winners will be recognized at the awards luncheon and ceremony on Thursday, May 23, from 12 p.m. to 2 p.m. at the Providence Marriott.

"I am thrilled to be one of the recipients of *Providence Business News'* Business Women awards," said Thouveny. "I am honored to be in such impressive company, and appreciate this recognition."

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.