



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

January 12, 2023

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### Jorge Buffa Joins Vanguard Companies as Creative Director

KANSAS CITY, MO (January 12, 2023) -- Vanguard Companies founded in 1975, is a leading designer and manufacturer of retail point-of-purchase (POP) displays, ready packaging, industrial packaging, and fulfillment services. Today Vanguard announces the appointment of Jorge Buffa as Creative Director. Jorge will provide creative guidance, aesthetic direction, and oversight to design projects, processes, ideation, and innovation.

“We are very excited to bring Jorge on board where he will function as a creative champion and thought leader for the business, internally and externally,” said Jennifer Wulf, VP Sales. “This is a critical role to our long-term success and how we grow and work cross-functionally with our Kansas City, St. Louis, and Bentonville teams. Jorge’s diverse background will be a great asset for taking the Company to the next level of engagement and recognition within the industry.”

A veteran in the POP industry, Jorge has extensive experience translating client in-store marketing campaign goals into strategic merchandising concepts that drive shopper engagement. Jorge’s skill in cultivating inspirational and motivating cultures within creative teams, led to numerous industry recognized, award winning executions.

“Vanguard is excited to have such a talented designer and team player as Jorge on board to lead the alignment of the creative team with the strategic goals of the Company and with our customers,” said Chris Stoler, CEO. “We look forward to Jorge creating the optimal departmental structure to ensure effective and efficient development of creative solutions.”

### About Vanguard Companies

Vanguard Companies is one of the industry’s leading corrugated merchandising solution partners. Our expertise in point-of-purchase displays, signage, retail-ready packaging, industrial packaging, and e-commerce packaging is demonstrated across every retail

sector. These products are amplified by our creativity, high-end graphics, digital printing, fulfillment services and program management capabilities.

We combine the latest shopper intelligence, award-winning design innovation, and technology to provide the most effective omnichannel display and packaging solutions. We are committed and focused on helping companies reduce program cost, create brand value, sell more products, and improve their bottom line. Learn more at [www.vanguardpkg.com](http://www.vanguardpkg.com)