

## WoodWing Software Makes Major Inroads in Asia Pacific Market

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ZAANDAM, THE NETHERLANDS (January 26, 2006) — One of the top professionals in the international publishing industry has joined the staff of WoodWing Software™ with the goal of helping the company make further inroads in the booming Asia Pacific market. WoodWing also announced that it has opened an office in the region, which will help the company to provide top-notch service to customers there.

Remco Koster, 32, brings with him a wealth of international experience in the publishing field. Koster is responsible for continuing to boost WoodWing's presence in Asia and the Pacific Rim. He'll be working out of WoodWing's new office in Kuala Lumpur, Malaysia.

"We're extremely fortunate to have Remco as part of our team," said Erik Schut, President of WoodWing Software. "He's one of the most talented and experienced professionals in this industry, and we know he's going to do a fantastic job. His reputation around the world is excellent, and our customers in the Asia Pacific market will benefit so much from his knowledge and expertise."

Before coming to WoodWing, Koster worked for a variety of publishing software companies, including the Dutch firm Mediasystemen. He started a NewspaperDirect franchise in Indonesia and has done projects for newspapers around the globe, including the Independent (UK), Daily Express (UK), Exchange & Mart (UK), Sunday Times of Johannesburg (South Africa), VNU (Netherlands), Schwaebisches Tagblatt (Germany), Badische Zeitung (Germany) and Kompas (Indonesia).

Koster said he's been extremely impressed with WoodWing's software, and he's thrilled to be part of the team.

"With the WoodWing product line, we have a 'killer app,' and together with Adobe®, we can become a great success in the Asia Pacific market, just like it is now in Europe, the United States and Latin America," Koster said.

WoodWing made its first big splash in the Asian market last year, as India's prestigious Vikatan Group signed on as a Smart Connection Enterprise customer.

"We've had great success with the Vikatan Group, and the response we're getting now from other publishers in the region has been tremendous," Koster said.

He noted that WoodWing now has two strong partners in India, Datalogics India and Basis Systems. In Malaysia, WoodWing also has a new partner, Serious Technology.

"Within the next year, we'll have a numbers of other partners throughout the region," Koster said.

The Asia Pacific office will be based in Kuala Lumpur, Malaysia. Koster said the location is perfect for WoodWing to be able to serve customers throughout the region.

"Because Kuala Lumpur is located centrally in the Asia Pacific, it is a great place to do business so we can efficiently service the entire region," he said. "Further, the Kuala Lumpur International Airport provides hub service to all the major markets in the Asia Pacific, as well as our parent company in The Netherlands."

Koster said all the elements are in place now for WoodWing to effectively and efficiently serve customers in that part of the world.

"I feel that by entering the huge Asia Pacific publishing market, it will help the sales growth we're seeing now," Koster said.

“It will also allow us to have a major impact on the publishing market in the years to come.”

#### About WoodWing

Since 1997, WoodWing Software engineers have worked with the Adobe InDesign engineering team to develop plug-ins and solutions for Adobe InDesign and InCopy. Through a combination of publishing industry experience and a deep knowledge of the Adobe InDesign/InCopy architecture, WoodWing Software offers solutions, productivity tools and plug-ins that make publishing with these programs faster, easier and much more effective.

Its products include Smart Catalog, Smart Layout, Smart Styles and the acclaimed Smart Connection family of editorial solutions. WoodWing is based in Zaandam, The Netherlands, with U.S. operations headquartered in Detroit.

#### Contact:

Patricia Borghaerts

[pr@woodwing.com](mailto:pr@woodwing.com)

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