



## **NELA launches bender for Polyester Plates**

**River Falls, WI – August 23, 2010 – NELA has launched a new, fully automatic vision bender for polyester plates. The “Poly Bender” is specifically designed to bend polyester plates and paper-based printing foils. The first bender is already in service on customer site and a follow-up order of four (4) more benders has already been placed.**

The Wisconsin-based company which is primarily known for its newspaper and commercial offset plate benders has designed and engineered a fully automatic vision bender that is bending polyester plates and paper-based printing foils. Due to the high number of plate changes in the polyester and paper printing foil market, these customers typically utilize a very high volume of bent plates. Adding the speed and accuracy of the Polyester Bender greatly benefits printers as they perform more efficient short runs and quick plate changes.

The bender is capable of bending up to 180 plates per hour. This is achieved by a design that simultaneously picks up unbent plates while depositing bent plates into a stacker. Registration is accomplished by two registration contrast sensors that detect vision targets imaged on the corner of the plates. A heat source in the bend anvil enables the forming and preserving of the bend angle.

The first customer\* was so pleased with the machine that they placed another order of four (4) additional Poly Benders.

About NELA: NELA forms the largest register control and plate automation company in the printing industry. Register systems include inline punch and bending system for offset presses both Newspaper and Commercial and plate automation and transportation systems. With more than 1,700 Vision PunchBender systems installed worldwide, NELA is the leading technologist in the world and a state-of-the-art manufacturer in plate automation and register systems.

For more information, please contact:

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\*customer requested non-disclosure of name.