



Successful product launch to the Latin American Market

River Falls, WI – January 12, 2011 – NELA USA, the leading manufacturer of plate automation, register systems and quality control solutions, sold several Remote Ink Systems in Latin America in recent months. The product has just recently been added to the NELA portfolio and already two large systems have been sold to printers in Brazil.

The newspaper “**Hoje em Dia**” in Belo Horizonte, Brazil, has ordered one complete Remote Ink System for one of their three (3) Harris 845 presses and upgrades for the two (2) other presses. The upgrades are for their existing ink control systems. “Hoje em Dia” is one of the largest newspapers in the Minas Gerais state in Brazil and has a daily circulation of about 42,000. They also print a weekly newspaper “**Folha Universal**” with a circulation of 2,545,500.

Located in Porto Alegre, Brazil, the newspaper “**Correio do Povo**” also ordered a NELA Remote Ink System for one of their Goss Urbanite Presses. The system is planned to be installed at the Carazinho plant in the first quarter of 2011. The newspaper serves the Rio Grande do Sul region of Brazil and has a daily circulation of 160,000. They also produce a weekly newspaper with a circulation of 300,000.

The NELA Remote Ink System is an integrated set of hardware and software that provides printers the ability to incorporate a variety of solutions for color control and quality improvement to meet their individual needs. The technology allows computerizing the control of fountain ink keys. Press operators can adjust ink key settings easily and rapidly on all fountains from one or more ink desks to speed up make-ready and reduce waste.

Both printers have chosen the NELA Remote Ink System to reduce paper waste, ink and time and are looking for quality improvement to better serve the advertisers and readers.

About NELA: NELA forms the largest register control and plate automation company in the printing industry. The 3rd generation, family-owned company employs more than 200 employees worldwide with manufacturing facilities in Germany and USA plus sales offices in Singapore, Taiwan and Latin America. NELA is the leading technologist in the world and a state-of-the-art manufacturer in plate automation and register systems.

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