



NELA Group indicates successful “Show Month”

River Falls, WI – October 15, 2010 – In the past month, NELA was represented at three print shows worldwide. Large booths with product displays could be seen at GraphExpo 2010 in Chicago, IL, IFRA Expo 2010 in Hamburg/Germany and at the annual ATDL Meeting in Salvador, El Salvador.

GraphExpo 2010 is a must-do on the NELA annual Show Calendar. And even though the past years have been somewhat disappointing in terms of show attendance, this year’s show attracted a large group of customers and prospective customers. “We have been very busy throughout nearly all 4 show days and had many existing customers stop by that are in need of expansions and upgrades of their current NELA equipment”, stated NELA’s President David Klein. “But it’s not only punch and bending that our customers are interested in – the unique features of our On Press Register Control got a ‘must see nominee’ show designation and garnered many new prospects!”

NELA demonstrated its newest member of its product portfolio – the NELA OPRC (On Press Register Control). It is a control system for registration of web offset printing presses and has unique features such as a self-cleaning camera, a compact camera housing and proprietary, robust vision marks. Another highlight was NELA’s display of the Proteck Processor, the “Ruby”. Many visitors enjoyed a product demonstration of the processor – just one of many thermal, violet and low chemistry Proteck processors now available to US customers through NELA.

While US customers enjoyed Chicago, NELA customers at IFRA in Germany were also in large supply as IFRA boasted one of its largest attendance numbers in years. NELA Europe was represented with a large booth and demonstrated the OPRC as well. Guido Eckenwalder, NELA’s Sales & Marketing Manager similarly noted huge interest in the features of NELA’s newest On Press Register Control offering.

In South America, the annual ATDL Meeting took place in late September. On NELA’s booth, Jorge Suarez, NELA Sales Manager for Latin America welcomed many customers and potential clients as well.

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 and Taiwan. 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.

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