



## **NELA announces successful first half of 2010 in Latin America**

**River Falls, WI – June 28, 2010 – NELA closed multiple orders in Latin America in the second quarter of 2010 and completed an installation of four (4) Inline NELA Vision PunchBenders at Folha de Sao Paulo (Brazil).**

Several large newspaper and commercial printers in South America have chosen NELA as their preferred prepress supplier: **Diario de Sao Paulo** in Brazil ordered an inline NELA VCP (Vision PunchBender) that will punch and bend plates coming out of two (2) CtPs.

**Hoje em Dia**, also Brazil, ordered an Automated Ink System for their 3 existing printing presses. This product is the newest addition to the NELA product line.

In addition, Brazilian newspaper, **Zero Hora** ordered NELA equipment for their four (4) regional plants which includes one (1) NELA Vision PunchBender, two (2) Benchmarks (3-point benders) and a modification of an existing bender.

In Puerto Rico, **El Nuevo Dia** – Puerto Rico's largest newspapers – has ordered their 3<sup>rd</sup> NELA Vision PunchBender to expand their prepress capabilities.

On the commercial site, new orders have been placed by **Plural Grafica** (Brazil) – a Vision PunchBender for their new Goss Sunday 3000 press-, **Transcontinental Mexico** – a 3-point Bender-, and **World Color** in Peru – an extensive plate automation & handling system for their new Lithoman press.

These orders will be delivered between July and September 2010.

**Folha de Sao Paulo** (Brazil) – the biggest newspaper in Sao Paulo with a circulation of nearly 300,000 – just received four (4) NELA Vision Bender capable of handling multiple plate sizes. The four (4) VCP-Ms are all inline with CtP devices and have a capacity of more than 900 plates per hour.

NELA can look back at a long history of doing business with South American printers. Within the last decade, NELA provided more than 150 machines to the South American market. Customers

value NELA's commitment to the market which is shown in NELA's emphasis on having a dedicated Latin America Sales Manager and local sales & service office in Sao Paulo, Brazil, with factory trained technicians available 24/7.

By exhibiting its leading technology and equipment during ExpoPrint in Sao Paulo this week, NELA shows existing and future customers its dedication to this dynamic market.

About NELA: NELA forms the largest register control and plate automation company in the printing industry. The 3<sup>rd</sup> 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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