



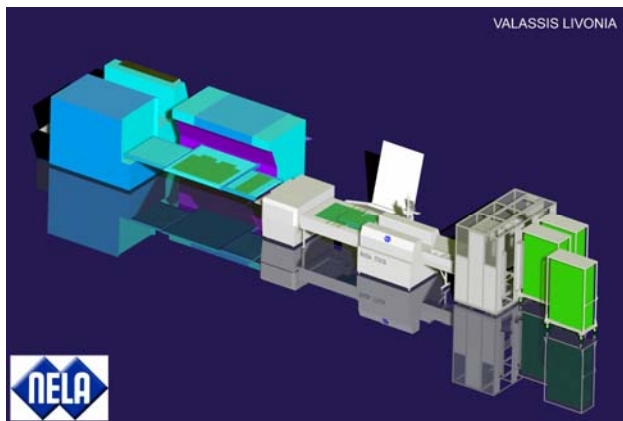
Successful Installation at Valassis' Anderson Printing Division

Oakdale, MN – March 5, 2008 – NELA has completed installation of a Plate Distribution Unit and RAO-M 3-point Punch/Bender for multiple plate sizes at Valassis' Anderson Printing Division in Livonia, Michigan. Valassis is the nation's leading marketing services company offering unparalleled reach and scale to more than 15,000 advertisers through its RedPlum portfolio of products.

Following Valassis' acquisition of ADVO Inc., the nation's leading direct mail marketer, the need to quickly store and retrieve plates with minimal operator interference increased dramatically. Twin Cities-based NELA provided an inline punch/bending, storage and retrieval system capable of automatically loading bent plates into plate storage carts.

The NELA Plate Distribution Unit in combination with the NELA Punch/Bender is able to quickly transport the plates from the processor into the bender for one-step punching and bending and then on to the three-bay Plate Distribution Unit. The fully automatic plate handling machine transports the plates into carts that are docked right to the unit. Each cart is easily undocked and rolled away for storage or brought to press for plate mounting. Upon cart removal, additional carts are docked for run continuance.

The customer can easily program his desired plate distribution pattern through the touch screen interface.



3-D Layout of the installation at Valassis, Livonia, MI

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