



NELA enters joint-venture with Proteck

River Falls, WI – June 22, 2010 – NELA is pleased to announce a joint-venture with Proteck from Chennai, India. The two companies will join efforts in engineering, selling and servicing CtP processors and plate ovens for the North and South American print markets.

Proteck is a premier Graphic arts supplier located in Chennai, India and is currently distributing its processors direct to customers in North and South America. To further enhance the customer experience, NELA USA will now provide engineering support assemble, stock and service the equipment from its River Falls, Wisconsin, location. With their superior design and reasonable pricing, NELA is pleased to add the Proteck processors and ovens to its product portfolio. Some of the features included with the processors and ovens are stainless construction of tanks, heavy duty drive systems, quick release rollers and brushes, and uniform preheat & post-heat sections. A special focus has been put on using world standard parts and components for reliability and easy service. The new product lines will complement NELA's existing portfolio of prepress equipment.

Dave Klein, President of NELA USA states: "We are very happy to have found an extremely competent business partner like K. Vaidyanathan, President of Proteck. This partnership combines his expertise and NELA's Know-how, Marketing and Technical Field Service to better serve the North and South American marketplace. We are very confident that this partnership will provide outstanding value to the customers looking for superior engineering and full service capabilities in their supplier."

About Proteck: Proteck is a multi-national engineering & manufacturing company that produces machinery & software for the printing industry. Since 1988, Proteck has sold more than 4,000 plate making systems to customers worldwide. Its more than 500 employees provide cutting edge product performance and market leading value that distinguishes Proteck products in their markets. With its two decade tradition of

customer centric business practice the company has earned respect and gained an outstanding reputation in markets worldwide.

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 across the world, 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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