



Rochester Institute of Technology Receives new NELA Vision Register Plate Punch and Bender

River Falls, WI – June 10, 2010 – NELA is proud to announce the delivery of a NELA Vision PunchBender (VCP) to Rochester Institute of Technology’s Printing Applications Laboratory in Rochester, NY. It replaces an older NELA Ternes 3-point bender that was donated to RIT in 2001.

The new Vision PunchBender enables RIT to train future leaders in print on state-of-the-art equipment and gives them exposure to the latest technology in punchbending and prepress. “We are a strong advocate of excellent education with modern, high-tech equipment and are very proud to be able to make this kind of contribution to such a world renowned institution”, says David Klein, President of NELA USA.

The NELA Vision Register Punch/Bender utilizes imaged register marks on the bend edges of the plates to precisely register each and every plate to the image and not the plate edges. “We are very excited to utilize the additional quality of a NELA vision register bender. Once the bender was installed, we immediately noticed fewer cylinder moves on press vs. our three point bender”, noted Fred White, Manager, Press Operations at RIT’s Printing Applications Laboratory.

About RIT: RIT’s print facilities are world renowned for their quality print training and print quality testing procedures. RIT’s School of Print Media has trained thousands of leaders in the printing industry and continues to set a standard for quality and attention to detail that its students carry with them throughout their careers.

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 1,300 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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