



NELA USA launches new website

Oakdale, MN – August 10, 2006 – NELA is pleased to announce the launch of their new website. The new site is more comprehensive and reflects the newest design and features of a 21st Century website.

In creating the site, NELA focused on ease of use while providing necessary information to visitors interested in punch/bending and plate automation -- without overwhelming them with information. The new and modern look mirrors the direction of the entire company – striving for innovative technology.

However, this is only the start in NELA's website marketing. NELA will continue to develop and improve the website with online parts ordering, technical service, online chat features and secure pages for customers to provide feedback and access special features such as online manuals and software upgrades.

"We feel that this website shows our customers and prospective customers that we are constantly working to improve our customer service", says Katharina Gruber, Marketing Manager for NELA, "These days websites are way more than just "pretty faces", they are tools to bring valuable information to a variety of visitors – they are the virtual portal into our company."

The website can be visited at: www.nela-usa.com.

About NELA:

NELA (USA) together with its German parent company Brüder Neumeister (NELA Germany) forms the largest register control firm in the printing industry. Register systems include inline punch and bending systems for offset printing, clamping systems, locks on press and plate transportation systems. With more than 1,000 Vision Punch Benders worldwide, NELA is the proven leader in register control.

For more information, please contact:

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