

## **PRESS RELEASE**

### ***ETI Converting Equipment celebrates 10 years of existence !***

**Boucherville, January 29th, 2010** – *ETI Converting Equipment*, a Canadian company specialized in the conception and manufacturing of label producing equipment, celebrates this year, its 10<sup>th</sup> anniversary.

ETI's story dates back to 2000 when the company installed its first Cohesio at a French printer's plant. This equipment, which allows substantial savings on the cost of raw material, was going to completely revolutionize the pressure sensitive labels market in narrow web width and open new market opportunities. Since then, ETI never stopped growing and is now known around the world with more than 80 machines sold on all continents. Visionary and avant-garde printers saw the potential of this technology and did not hesitate to change their way of doing labels and turn toward the ETI technology. Satisfied with their investment (increased margins, independence, creativity, etc...), many of them already bought a second or even a third equipment.

To sustain growth, while continuing to innovate and serve its customers, ETI has hired engineers, designers, and technicians for after-sales service. In 2007, ETI has also opened a plant in China for the manufacturing of certain equipment and to better serve the Asian market.

The ETI story is the story of employees who are passionate about what they do and willing to contribute to the evolution of the PS label market.

The company takes this opportunity to thank all those who demonstrated confidence in its technology during the last 10 years and that have contributed to its success and fame.

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