

## **PRESS RELEASE**

### **GREAT SUCCESS OF THE ETI COHESIO TECHNICAL SUMMIT IN CHINA!**

**Boucherville, July 27<sup>th</sup>, 2010** – Opened in 2007, ETI China has celebrated its 3<sup>rd</sup> anniversary by organizing a Technical Summit, Friday, July 2nd, 2010 at its plant in Songjiang (close to Shanghai). For this occasion, ETI opened its door to over 100 guests from 60 different companies.

During the Summit, the numerous visitors enjoyed the conference given by Mr Tan Junqiao, Senior Advisor of PEIAC (Print Equipment Industries Association of China). Mr Junqiao spoke about “The situation of the Chinese Label Industry”, a subject that captivated the participants’ attention. Mr Maxime Bayzelon, Vice-President ETI China, then related the history of ETI Converting and of its products and Mr Waley Xuan, General Manager ETI China, made a presentation on the ETI-Cohesio technology and its advantages for the label industry.

Presentations were followed by a demonstration on an ETI-Cohesio. During the demo, pre-printed rolls of wash-off beer labels were transformed into self-adhesive die-cut labels. The silicone and a UV curable hotmelt adhesive were applied in-line, cured and then die-cut in register at 150 m/min. Participants were quite impressed and could see the many advantages of the ETI Technology.

ETI Converting’s penetration of the Asian market is fast growing and ETI China expects several large contracts in the months to come following the technical summit’s success.

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