

PRESS RELEASE

For immediate publication

No recession for ETI Converting

Boucherville, March 31st, 2009 – With an exportation rate of 98% in 2008 and orders to carry them through the financial crisis, ETI displays great optimism.

Last Friday, during an employee meeting the CEO of ETI, Francois Bayzelon, announced record sales that portray a prosperous 2009. Completely opposite to the printing industry, which is feeling the impact of the global financial crisis, ETI is registering record sales making them the exception to the crisis.

However, this is not a phenomenon it is easily explained by the company's intense research and development of systems permitting them to distinguish themselves on the global market by offering innovative and non-traditional solutions, generating important savings for the label and flexible packaging markets.

ETI clients, printers from around the world, are looking for a production tool that will permit them to generate substantial savings by vertical integration. ETI's equipment allows for the substitution of costly pressure sensitive materials used by printers, for raw materials in other words with no added value.

ETI specializes in machinery for printing labels or packaging films before transforming it into a finished label product. The waste generated during the printing is reduced to a minimum, due to the missing added value of the product. The results are savings of 30 to 70 % for the printer. The equipment is therefore quickly absorbed.

Several European leaders in the label industry have already jumped on the ETI bandwagon, in particular Germany and France who have their 7th and 8th machine respectively.

Parallel to this, ETI is developing the market in Africa, for reasons of supply difficulties for pressure sensitive materials, they are turning to the ETI solution, vertical integration.

The canny installation of the Songjiang production facility in China, permitted the lowering of cost for different components, optimisation of productivity at the Boucherville plant and a constant reinvestment from the money generated, permitting ETI to gain ground. Contrary to the competition, who are in serious financial difficulties, the company has taken a turn that should give them a better positioning as a leader in the printing, label, and packaging machine market, within the next 2 years.

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