

FOR IMMEDIATE RELEASE

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## ▶ **Label Leaders purchases ROTOCONTROL EDM200 Flexo Machine**

*Installation is scheduled for mid-August by ROTOTEC, the local Agent for ROTOCONTROL throughout South Africa*

Ahrensburg, Germany (July 29, 2010) – ROTOCONTROL today announced another order for the EDM200 semi-rotary, servo-driven UV-flexo machine placed by Label Leaders in South Africa. The order was placed by Pascal Aengenvoort, Director from ROTOTEC, the local Agent for ROTOCONTROL throughout South Africa who will also manage the installation scheduled for mid-August.

▶ Founder and chairman of Label Leaders, Ben Raubenheimer and Factory Manager Craig Stange were both impressed with the superior print quality and speed of the EDM200 Machine. “We plan to utilise the EDM200 in short-run production of generic labels requiring a change in the description of the product” states Craig Stange. “The speed and ease of job setup and changeover in addition to the flexibility in producing smaller runs of unique labels led to our decision to invest in the ROTOCONTROL EDM200.”

Launched in 1995, Label Leaders is a nationally recognised company and produces a wide range of flexographically printed labels for a diversity of industries including retail products, wine, cosmetics, and pharmaceuticals. Label Leaders utilises cutting edge technology and is at the forefront of latest developments in the label industry.

The EDM200 is the world’s first ever designed semi-rotary, servo-driven UV-flexo machine, using sleeve technology for both print and anilox cylinders, and working with chambered doctor blade technology. The machine is designed to work mainly as an over-printing machine and has been specifically developed to provide very economic production of short-run and fast turnaround for labels, tickets and tags. An informative video educating Converters on the features and benefits of the EDM200 is available through ROTOCONTROL.



*The EDM200, the world's first ever designed semi-rotary, servo-driven UV-flexo machine*

#### **About Label Leaders**

Located in George, South Africa, Label Leaders is a nationally recognised company in the printing of self-adhesive labels. Their labels can be seen on many major brands, locally and overseas, representing a wide range of industries including wine, food, dairy and cosmetics. Label Leaders utilises cutting edge technology and is at the forefront of latest developments in the label industry.

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#### **About ROTOCONTROL**

ROTOCONTROL designs and manufactures leading edge inspection, slitting, rewinding and die cutting finishing machines for the narrow web industry. Available globally, ROTOCONTROL offers machines from smaller basic rewinders to feature rich, sophisticated models with multiple options. All utilize S-Drive Servo Technology enabling maximum web control for the most delicate film and foil materials. Headquartered in Ahrensburg (Hamburg), Germany ROTOCONTROL maintains the highest level of product quality through ease of use, absolute control and flexibility. ROTOCONTROL is the partner of choice in the finishing of label products.

To be updated on future ROTOCONTROL Company and Product announcements, visit the company website at <http://www.ROTOCONTROL.com> and subscribe to the Mailing List.

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