

PRESS RELEASE

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Steinemann Technology reports positive atmosphere and great success at China Print 2009

Steinemann Technology China already beat 2009 target for incoming orders by the end of the exhibition / Swiss manufacturer the only international exhibitor with laminating systems at China Print / Chinese market also characterised by growing demand for cost-efficient and ecological production systems

Shortly after China Print 2009 (Beijing, 12 - 16 May), Steinemann Technology AG, St. Gallen/Switzerland, was able to announce that it had already passed this year's target for incoming orders from China. This was in part due to the unexpectedly high number of visitors at the exhibition, which also confirmed the excellent image of the varnishing and laminating machines from Steinemann in the marketplace. At the same time, the innovative technologies offered by Steinemann Technology cater better than ever before to the future demands of Asia's markets - where there is likewise more and more demand for solutions that permit cost-efficient and ecological production to the highest quality standards.

"Following several decidedly difficult months, the markets in China, and also in India, have noticeably regained impetus in the past few weeks. Thanks to our company's broad-based commitment in the region, we profit from this development to a particularly great degree, as clearly underlined by the highly positive response to our presentation at this year's China Print." That was the encouraging conclusion drawn by Juerg Spittler, Vice President and Head of the Graphic Division of Steinemann Technology, at the end of this year's most important exhibition for the print and media industry in the Asia-Pacific region. Spittler is also of the opinion that Steinemann Technology once again gave a signal, particularly on the Chinese market, by having its Shanghai facility certi-

fied to ISO 9001. "Our facility consistently meets Steinemann's high quality standards, and that is seen as being a clear sign from our company in China." Some 90% of the visitors to the Steinemann stand were from the People's Republic, the remaining 10% coming from the other markets in Asia.

Despite the great importance of China Print for the region, Steinemann Technology was the only international manufacturer to present laminating systems there this year. "The issues of ecology and cost-efficiency have become far more important on Asia's markets," says Spittler, formulating two trends that were clearly visible at the event. Consequently, the visitors demonstrated especially great interest in the company's production systems, which are characterised by particularly low operating and consumables costs.

It was against this backdrop that the LOTUS SF-S laminating machine with a sheet format of 74 x 104 celebrated its première on the Steinemann Technology exhibition stand. This "short" version of the standard LOTUS machine was developed particularly for printshops that have only little floor space and are looking for a low-cost version of this solvent-free - and thus environmentally compatible - laminating machine. This LOTUS version is likewise characterised by the familiar high productivity of up to 80 m/min in combination with low adhesive and energy consumption, as well as perfect surfaces. The LOTUS SF at the exhibition in Beijing laminated print products live using a variety of film types, in which context demand for bio and acetate films is also increasing in China. The company's partners for these demonstrations were Henkel with polyurethane adhesives and Mitsa with Clarifoil films.

Another focal topic addressed on the Steinemann Technology exhibition stand was the UV varnishing of print products. For example, the company presented sample folding boxes that, thanks to the combination of the COLIBRI 104 UV varnishing system from Steinemann Technology and Bobst OPENAIR® plasma technology, can now be finished with UV varnishes and subsequently glued in a particularly economical process.

Having already sold several production systems on the Chinese market and to other customers in the region ahead of China Print, and in view of the great

interest shown in its innovative solutions, Steinemann Technology is expecting follow-up business after the exhibition to be very good.

((Captions))

The Steinemann Technology exhibition stand at this year's China Print drew a constant stream of visitors.

Juerg Spittler, Vice President and Head of the Graphic Division of Steinemann Technology AG, with his team at China Print 2009.

About Steinemann

Engineered in Switzerland, successful worldwide. Steinemann is a globally committed technology company with headquarters in St. Gallen/Switzerland and subsidiaries in China, Germany, Malaysia, Brazil and the USA. Operating under the name Steinemann, the Mechanical Engineering business unit of the Stürm Group (<http://www.stuermgroup.com>), likewise based in St. Gallen, comprises three Divisions, each of which ranks among the world's leading suppliers in its respective market. The Graphic Division offers a comprehensive portfolio of varnishing and laminating machines for print finishing, while the Sanding Division ships innovative sanding systems to customers in the panel industry around the world, and Steinemann Coating is a leading manufacturer of innovative precision machines for screen printing on large-format glass materials. In these exciting markets, the technology leader offers its customers technically and economically ground-breaking systems, solutions and services – from innovative machines for maximum productivity, all the way to dependable maintenance and spare parts services.

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