

For immediate release

NITA rises to the occasion – Top and bottom labelling with the Baking Association of Canada

Lachenaie Qc, Canada., May 1st, 2007 // -- Congress 2007 show. May 6th and 7th will be the first time that Nita will be showcasing its baker's pride labeling solutions at the Bonaventure congress 2007 show in collaboration with the Baking Association of Canada

NITA is proud to be headlining its labelling machines that are directly aimed at the baking industry. "The lines of products we have can be sold in almost every sector of commercial activity, they are just that versatile, says Nita's . President Normand Lord"

"We've gone a few steps further in the last couple of years in developing a top and bottom labelling system that places the emphasis on the clamshells used in the Baker's line of work." This has enabled us to please many national and international accounts , says Marketing & Distribution Channel Director, Claudio Napoleoni.

*"We are very excited to be exhibiting our innovative, attractive and affordable labeling equipment at **booth # 445** but moreover, we are proud to give the baking industry its World's debut, first glimpse of **Cascades Inopak's 1 piece fold-over, recyclable deli tray containers and clamshells**, this shows our partnership loyalties as well as helping our partners with ecological awareness while practicing great business." added Mr Napoleoni.*

The Nita clamshell labellers called JOUST top and bottom labelling machine as well as the SHELL SHOCK are especially packaged for the bakers requirements adding the sealing element to the deli-tray or clamshell packages in a form of a "C" adding print and apply devices to the system adds more flexibility to change ingredient listings on the fly. Great products require great labels and labelling equipment. The partnership is undeniably a great result. NITA's portfolio of flexible equipment takes aim at the pharmaceutical, food and hard goods, beverages, cosmetics and packaging markets.

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