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PRESS RELEASE.....

For immediate release

NITA labellers to bring in the dough at Bakery showcase

Montreal, Canada., January 2008 // Nita Equipment inc. a leading manufacturer and marketer of labeling machines for primary and secondary packaging is proud to be exhibiting its products at Toronto's Bakery showcase 2008 next May 4th through the 6th. Expect to see top of the line pressure sensitive labeling equipment with Built-in HMI controller, electronically controlled gap and product sensor positioning, anodized aluminium and stainless steel machinery. The highlight of our showcase will be demonstrating the precision and versatility of our SHELLSHOCK clamshell labeller which allows for c-shaped seal (top, front & bottom label adhesion) as simply as flicking a switch from regular mode for the over the top labeling. Videos of various other systems will provide a look into the range of applications that Nita is reputed for. "Along with our Partner called, PMC (packaging Machinery concepts), who specialize in the baking sectors, we know we can provide solutions that best the needs of any BAC member. Moreover, the fact that all our parts are manufactured locally and that we use NO proprietary parts provide reassurance to the end users" expresses Claudio Napoleoni, Marketing Director.

As a first line of activity where Nita will be implicated with the BAC, Nita will show its support to the association by participating in the congress 2007show in Montreal next May. In doing so, Nita will be exhibiting its clamshell labeller and the shell shock clamshell labeler which have been optimized for the Baking industry's needs. To find out more about these and other Nita labelling machines, visit <http://www.nita.ca/labeling/eng/products.html>

About Nita

NITA, Inc. is a leader in the manufacturing and marketing of labelling solutions as well as prepress automation equipment .Providing solutions to the end user allowing for a more productive , efficient production lines in both the primary and secondary packaging environments to positively impact their customer's bottom line. Nita manufacturers all of its product line at its facility in Lachenaie, Quebec, Canada including, Robo Tilt, AE612 labeler, AE616 labeler, STA612 Print & apply, STA/AE612 combo, Joust Top & Bottom and Syner-G Systems.

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