



**For immediate release**

## **Nita Labeling Equipment shakes up East Pack New York 2008**

**June 9th 2008, Lachenaie, Quebec, Canada...** New York is not the big apple for nothing. People see big, real big and they know what they like. This City can make or break you. Nita Labeling Equipment is extremely proud to say...The big apple saw NITA with big advantages to their production lines. Whether it was for the technological advances, ease of operation, great non-proprietary components, Zero down time or 30 second start ups...Nita was acknowledged in a BIG way.

"The booth was swarmed continuously with fantastic people who had great ideas, fabulous dreams and real labeling needs that required solutions that made sense... and we gave it to them," says Claudio Napoleoni, Marketing Director.

It was tremendous to see orders being filled on the show floor and to hear the comments from everyone brought smiles on our faces saying, it's a rare event to see a win-win business transaction in this day and age.

"We have worked extremely hard for the last 18 months in preparation for the launch of this new line of automatic labeling machines, Not only are we proud to bring such fantastic machines to the market but we are ecstatically anticipating the Pack Expo crowd's reaction to these labeling systems as well," explains Normand Lord, president & CEO. "Our sales agents, dealers and resellers were extremely pleased with the turn out and were equally pleased to observe and hear the opinions that the end users had about our systems.

With stand alone and complete labeling solutions that entail servo driven labeling TOP & Bottom machines, Front & back labeling systems, Wrap around bottle labelers, Clamshell safety seal labeling, Automatic pail labelers with digital orientation devices, the line is complete and will continue to evolve. The key is to enable customers to grow along with a company in that will be partnering up with them for years to come

### About Nita

NITA, Inc. is a leader in the manufacturing and marketing of labelling solutions. 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 bottom line. Nita manufacturers all of its product line at its facility in Lachenaie, Quebec, Canada including, NITA's AE612MKII servo driven labelers, AE616 labeler, STA616 Print & apply, STA/AE612 combo, JOUST, servo driven Top & Bottom labeling machine, SHELLSHOCK clamshell labellers, the Lance labelling system and Syner-G XP pail labeler as well as SynerG XP front & back labeling systems.

### CONTACTS:

Claudio Napoleoni  
Marketing Director

Toll free 1-877-961-4008 ext.233

Web site: [www.nita.ca](http://www.nita.ca) or [www.NitaLabelingEquipment.com](http://www.NitaLabelingEquipment.com)