



**FOR IMMEDIATE RELEASE**

Lachenaie, Québec, Canada  
Thursday April 1<sup>st</sup>, 2004

## Nita is honored for its success in the USA

Last April 1<sup>st</sup>, Nita was awarded the coveted Quebec MercadOr Prize in the category of New Exporter for the Lanaudière region of the province of Quebec. The L3 Export Channel and its partners, the Development Bank of Canada and the Economic Development Ministry of Quebec had invited media members as well as more than 300 members of the business community to attend its MercadOr annual Gala.



President and CEO Normand Lord, is proud to be the recipient of such an honor and expresses his deepest gratitude. *“We’ve worked so hard for the last couple of years to develop partners and markets in the USA. We have succeeded in developing great partnerships with choice distributors who have embraced our product portfolio and our work ethics. This is definitely a team effort. Every Nita employee owns 18% of our company and has fully contributed to this success”,* added Mr. Lord. *“Our team produces very high quality equipment that responds perfectly to the end users’ requirements”. It is thanks to this commitment to excellence that we were able to distinguish ourselves in the USA even though most of our competitors are present as well.”*

Since its humble beginnings in 1990, Canadian grown company, Nita Inc Graphic Arts Equipment, established in Lachenaie, Quebec (25 minutes North East of Montreal), invents and manufactures a complete line of equipments aimed towards the automation of any prepress department in the printing industry. Reputed for its foresight in this field, Nita concentrates its strengths and efforts on augmenting the production output of every prepress customer it has, a vital element for the flexographic, lithographic and printed media industries alike.

High-quality components, high-caliber automation intelligence and incredible versatility of the systems built in Lachenaie allow for the complete automation of your prepress department. Moreover, with its expert staff of engineers and R&D researchers, Nita will adapt and model its system to best suit your most complex prepress requirements. Moreover, at NITA, our customers are our partners, we ensure their success and help them achieve this crucial goal.

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