



## FOR IMMEDIATE RELEASE

### NITA Plate Shifters and Rotators (conveyors) reach a mild-stone

July 31<sup>st</sup>, 2002 – Lachenaie, Quebec (Canada) – Nita Inc Graphic Arts Equipment is pleased to announce the installation of their 295<sup>th</sup> cube conveyor at Holland Litho in Zeeland, MI.

Indeed, NITA Inc, first company WORLDWIDE to invent, develop and market the concept and practical use of a cube conveyor has reached an incredible mild-stone. Installations of the dealer sold devices have been successfully performed on all brands of platesetters from FUJI, SCREEN, SCITEX, CREO, HEIDELBERG, and AGFA alike.

The cube conveyors get their name from their physical form with a footprint of 60 x 60 inches. These cube conveyors provide an indisputable advantage for the end users by rotating or shifting the plates exiting any platesetters from landscape to portrait allowing for the use of a much smaller processor than conventional methods.

THE ADVANTAGE IS SIMPLE...

SMALLER PROCESSOR = LESS CHEMISTRY = BIG SAVINGS !

Not only do the end user save on chemistry but on capital equipment purchases as well, making an ROI that not only makes *sense*....but makes "*dollars*".

Once the plate is rotated or shifted left/right from the platesetter, it is also in perfect position to enter an automatic INLINE bender allowing for smooth operations without any human manipulation. "*The ability to combine multiple & various brand of platesetters and multiple processors on one device, not to mention the options of rotating or shifting ONLY selected plates as well as all plates, is definitely an asset*" says Nita's Marketing Director, Claudio Napoleoni. In addition, the MTBR (meantime between repairs) has been virtually inexistent over every install.

"*They're like TIMEX watches...they take a licking but keep on ticking*" saying as he chuckles. "*We truthfully, only have needed to perform 10 service calls on these devices in 5 years, which we can definitely be proud of. Maintenance is barley required and end users are in awe.*"

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Our whole hearted thanks go out to all end users and dealers who have made this possible.

### **About Holland Litho**

Holland Litho is a printer which was founded in 1957, located in Zeeland MI. Holland Litho Printing Service has become a leading regional provider of print material, dedicated to providing our customers superior products and services. We're a "full service" facility providing services from color separations, film output to digital imaging and offset printing. We're continually changing to stay on top of the newest technologies to meet our clients' ever changing needs.

### **Holland Litho Printing offers the following services:**

- Color Separations · Color Correction and Image Retouching · Electronic Prepress
- Digital Imaging/Proofing · Canon Color Prints · Iris · Poster Prints · Lamination and Mounting
- File Imposition, Trapping & Film Output · Film Proofs · Color Offset Printing · Bindery / Finishing

WEB site : [www.hollandlitho.com](http://www.hollandlitho.com)