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**Steingraeber, LLC**

*Joseph K. Steingraeber - 636-329-0595*

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**Show Schedule**

Stop and see us at any of these shows or conferences:

**PLGA Conference**

October 16-17, 2003

San Antonio, TX

**Nexpo 2004 Conference**

June 19-22, 2004

Washington, DC

**PLGA Annual Conference 2004**

February 25-27, 2004

Jacksonville, FL

**Infoflex 2004**

April 25-26, 2004

Dallas, TX - Booth 141

**DRUPA 2004**

May 6-19, 2004

Dusseldorf, Germany

**GAA-Gravure Tech Expo**

February 1-5, 2004

Marriott Oak Brook. Chicago, IL

# First Field Installation of MicroDot Registration on PCMC Evolution Press

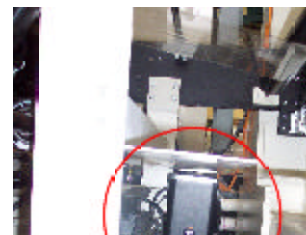


The first field installation of Hurletron's new MicroDot digital monochrome camera-based registration system, on a PCMC Evolution flexographic press, is nearing completion in Franklin Park, Illinois. The eight color press represents the latest technology in in-line presses by combining two colors on a central impression cylinder for each station, thereby decreasing the overall length of the press significantly.

Field testing of the MicroDot system has verified several specific advantages versus previous systems.

The ability to read poorly printed register marks has proven the efficacy of its

mark recognition algorithm for today's printing environment in a production facility. MicroDot has also proven Hurletron's ability to integrate with OEM press equipment to provide closed



# Installations of new ElectroCard 3G Near Completion

The installation of the first units of the new generation of ElectroCard<sup>®</sup> machines is nearing completion in different printing plants throughout the United States.

The ElectroCard<sup>®</sup> Machine is the only promotional product applicator in the industry that can apply products on-press at production speed without adding additional off-line operations.

The new ElectroCard<sup>®</sup> 3G features both the patented pinless card feed introduced in 1997 that eliminates the need for pin holes in cards, and the capability to place 3M Post-it<sup>®</sup> type products which was added in 1999. The new machine has also been significantly reduced in size to provide greater flexibility in mounting.

The ElectroCard<sup>®</sup> 3G is capable of applying promotional material at full press speed on heatset web offset presses, newspaper presses and publication gravure presses on any page and in any position.

As with all Hurlertron's newer products, the ElectroCard<sup>®</sup> 3G is based on a Windows operating system and features modem access for remote troubleshooting or downloading new versions of the operating software.

## Hurlertron<sup>®</sup> ElectroSplice<sup>®</sup> Operating Successfully in Production

The ElectroCard<sup>®</sup> 3G, when combined with the newly designed ElectroSplice<sup>®</sup>, zero-speed, in-register, butt-splicer, offers exciting opportunities for companies interested in applying promotional pieces to printed material. The ElectroSplice<sup>®</sup> will deliver cards or 3M type Post-it<sup>®</sup> Note material to the ElectroCard at 100,000 pieces per hour. The new design offers an alternative to

fan folding cards for delivery to the system, as well as expanding the number and types of promotional materials that can be successfully installed on-press, at high speeds.

The original ElectroSplice<sup>®</sup> installation has been operating successfully in Australia for

System components are extensively tested at Hurlertron by qualified technicians prior to shipping. (Pictured are the ElectroCard Machine (top left) and the Main Control Cabinet internal wiring (bottom left).

