

## **PRESS RELEASE**

### ***ETI Converting Equipment appoints an agent for Japan***

**Boucherville, December 21st, 2009** – *ETI Converting Equipment*, a Canadian company based in Quebec, will now work closely with Mr Kazumi Hiroyama, of *Libero Inc.*, in expanding its customer base in Japan. The market knowledge and the excellent reputation of Mr Hiroyama, combined with the ETI global expertise, will create an excellent synergy to serve and meet the Japanese market's expectations in first, making their own PS material to reduce their cost, and also to produce linerless labels.

With the ecological awareness, the demand for linerless labels is increasing everywhere in the world. This is why *ETI Converting Equipment* has developed a linerless machine dedicated to this market. Printers see many advantages in this technology such as: cost savings, more labels on a roll, resolving ecological issues, etc...

The ETI technology is now recognized on the worldwide label market with more than a hundred machines sold. This year the company achieved a successful breakthrough in Africa. It now wants to develop other markets, including Japan where demand is significant. ETI manufactures equipments to apply adhesive after printing allowing 30% to 70% savings on the production cost of pressure sensitive labels.

Japan printers are welcome to contact:

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