



PAPER HANDLING SOLUTIONS

PRESS RELEASE

FOR IMMEDIATE RELEASE

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PRINT 09 Promotion for FREE Production Tabbing System to Meet New USPS Direct Mail Tabbing Requirements for All Qualifying Attendees

PLYMOUTH, Minn., August 27, 2009 – Superior Paper Handling Solutions, Inc., NPES member, today announced a PRINT 09 promotional offer of a FREE Production Tabbing System for all attendees with purchase of qualifying tab order. Superior – PHS will be offering the free production tabbing systems in Booth N-8513 at the PRINT 09 show held in Chicago, September 11 – 16.

The new USPS tabbing regulations going into effect September 8, 2009 will require Direct Mail producers to apply larger 1.5” tabs, in more locations, for many forms of direct mail. Direct Mail producers will be required to increase tab volumes on more expensive tabs and in many cases purchase additional tabbing equipment in order to cost effectively meet the new USPS tabbing requirements. A dual expense that most Direct Mail producers cannot afford in today’s economic environment.

Superior – PHS, in order to assist Direct Mail producers in maintaining a cost effective tabbing operation, will be offering exclusively to attendees of the PRINT 09 show a FREE production tabbing system with the purchase of a qualifying 1.5” tab order during the show. Attendees will be able to choose from among 4 models of in-line production tabbing systems ranging in value from \$16,000 to \$26,000. The price of tabs will be competitive with industry average pricing, and the qualifying tab quantity for many customers will be equivalent to 1 to 3 months tab volumes. All tabbing system options will work in-line with customer’s existing tabbing lines to cost effectively produce the new USPS requirement for Head and Foot tabbing of specified mail pieces.

Superior – PHS will be demonstrating at the PRINT 09 show, Booth N-8513, a cost effective in-line direct mail production system with 3-sided (head, foot, side) tabbing with inline printing and sorting. In addition, Superior – PHS will be showing its new product offerings for Print Finishing and Direct Mail production, including Automated Counting and Banding Systems, High Speed Servo Feeding, Mail Sorting, Batch Counting, High Speed Continuous Feeding, Print Finishing Collation, and Wrapping Systems.

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Superior

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About Superior Paper Handling Solutions

Superior – PHS is a multi-million dollar technology leader whose products, services and solutions deliver superior performance and value within print finishing, packaging, and mailing operations. Our company's employees deliver technology, service and innovation to thousands of customers worldwide. For more information about Superior Paper handling Solutions, its products, services and solutions, visit www.superior-phs.com.

About PRINT 09

This year's international PRINT 09 show themed "myPRINT" is like none other with an expanded focus on new market segments and the latest technological developments from leading industry suppliers. Over 650 companies are expected to exhibit their products and services in Chicago, September 11-16, 2009. For additional information on the PRINT 09 show, visit www.print09.com.