

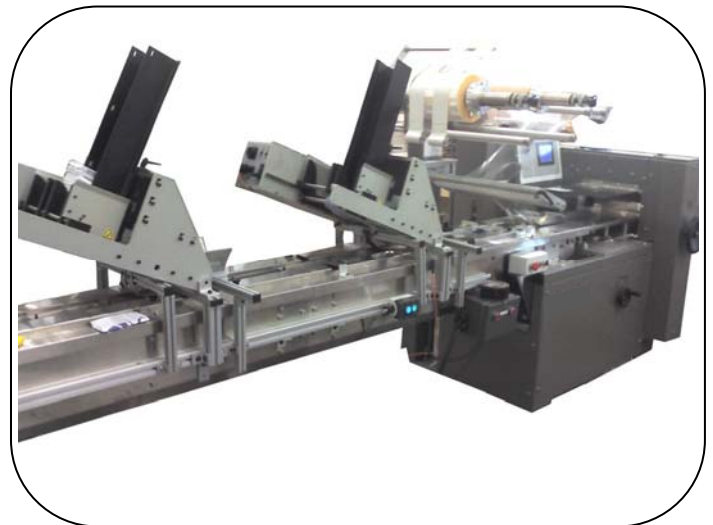
PRESS RELEASE – Superior Paper Handling Solutions, Inc. – February 20, 2008

**A PRINT / FULFILLMENT COMPANY AUTOMATES THE PACKAGING OF
DIFFICULT-TO-FEED AND INSERT FOLDED BAGS AND LITERATURE**

In August of 2007 a large commercial printer and direct mail fulfillment company recently upgraded a direct mail application in order to **increase productivity by over 75%**. Previously this customer used standard swing arm style envelope inserters with custom friction feeders to collate a difficult-to-feed multi-folded poly bag and advertising piece into an envelope.

This customer had investigated multiple automation solutions and determined the following solution from Superior-PHS, which can achieve cycle speeds in excess of 8,300 per hour, provided the **best value** for performance over all the other evaluated solutions.

The solution provided by Superior-PHS consisted of two integrated systems, each with **(2) Xtreme XM-1 Friction Feeders with inline mounting and material control, (2) Remote “Ready Signal” indicator lamps, (2) In-track Jam-Detect Sensors, (1) high-speed flow wrapper running polypropylene film, and (1) 12 foot Champion Collection Conveyor.**



The integration of both systems was performed by Superior-PHS. Superior mounted the two XM-1's inline over the top of the conveyor infeed and electrically integrated the high speed flow-wrapper system with the feeders and jam-detect sensors.

The two systems have proven so effective, this customer has increased their sales volumes significantly and three more systems are budgeted for 2008.

Superior-PHS manufactures a complete line of paper handling solutions both modular and fully integrated. Whatever industry you're in, or whatever paper products you process, we have the right solutions to automate your processes and to improve your overall efficiency.

For more information about our products, call or visit our website at www.superior-phs.com.