

For immediate release

NITA integrates its labelling automation solutions with tire manufacturing giant, Firestone!

Lachenaie Qc, Canada., September, 2006 // -- Nita Equipment inc. a leading manufacturer and marketer of labeling automation solutions for primary and secondary packaging, takes on the challenge of automating its labelling system to accommodate a specific portion of the automation line in collaboration with Axium engineering and Industrial Marking systems.

“The project, dealing with the manipulation, loading and unloading, as well as labeling of various size tires is not only ambitious but extremely efficient. The idea of holding tires like a deck of cards and unloading one at a time was great, but the real clincher for us was the opportunity to demonstrate our ingenuity through the labeller”, says Nita’s Marketing Director, Claudio Napoleoni,

Matched to a conveyor approximately 5 feet off the ground becomes truly uncomfortable to load and unload the media roll and thread the label through the system. The **Robo tilt** mechanism not only allows for the labeller to be lowered to a comfortable height for unloading and loading but does so in a secure environment with a state of the art control panel that activates all motions through pneumatics.

Nita's President and CEO Normand Lord was very grateful, "We are enthused and flattered to be part of a great team of people from several companies working in unison to truly deliver technologies that can help a manufacturing giant achieve an effective automation process." Equally pleased with his team, Luc Harvey, head of engineering, expressed his gratitude towards his engineering team, stating, “We will continue to offer systems that go above and beyond expectations because our own expectations are high.!”

About Nita

NITA, Inc. is a leader in the manufacturing and marketing of labelling solutions as well as prepress automation equipment .Providing solutions to the end user allowing for a more productive , efficient production lines in both the primary and secondary packaging environments to positively impact their customer’s bottom line. Nita manufactures all of its product line at its facility in Lachenaie, Quebec, Canada including, Robo Tilt, AE612 labeler, AE616 labeler, STA612 Print & apply, STA/AE612 combo, Joust Top & Bottom and Syner-G Systems.

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