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Flexicell, Inc. Adds First-Ever Robotics to Pompeian, Inc.'s Historic Baltimore Headquarters

Ashland, VA...March 25, 2008...**Pompeian, Inc.**, one of the leading importers, bottlers and distributors of olive oils and wine vinegars in the United States is changing the way they do business. At least the way they're doing it in-house at their Baltimore Headquarters.

For the first time, they have added their robots to their olive oil and wine vinegar processing lines.

Flexicell, Inc., A full-service robotic system integrator, was called upon to design and provide a robotic palletizing system that was a step into the future for this over 100-year-old company's Baltimore headquarters. The whole concept of robots seemed out of place for the historic brick inner city building.

Flexicell created a complete palletizing system for four different product lines: olive oil, balsamic vinegar, and Marsala and Sherry cooking wines. The challenge was the variety of product sizes – from different sizes of Pompeian's patented tapered bottles to large jugs and cases.

Integrating the installation into a historic building was also challenge. Each of the full pallets discharges onto a Flexicell-built pallet transfer cart that runs up and down a rail embedded into the brick floor. The line discharges onto a Wolftec stretch wrapper. This configuration helps maintain the historic aesthetics of the manufacturing floor.

For Pompeian, adding a robotic palletizing system provided the opportunity to reduce labor costs, increase efficiency, and correct an ergonomic situation.

COMPANY PROFILES:

Pompeian, Inc.

Pompeian is a family-owned company that originally hailed from Spain. They located near the busy port of Baltimore in 1906, where they remain today – over 100 years later -- in the original building. Pompeian was Baltimore's original, and grew to become the first brand of olive oil nationally introduced into the United States. By monitoring the growing, harvesting, and pressing of the olives, then controlling the handling, shipping, storing and packing of the olive oil, Pompeian became an industry leader. Today, the company claims to be America's favorite, and offers additional foods from the Mediterranean including cooking wines, prepared olives, and artichoke hearts.

At its US Headquarters in Baltimore, Pompeian maintains naturally insulated underground storage tanks to keep the imported olive oil at optimum temperature no matter what the season, until it can be packed into smaller containers. Pompeian products are sold throughout the United States and exported to other countries, and are used extensively throughout the foodservice industry. Pompeian is located at 4201 Pulaski Highway, Baltimore, MD 21224.

See www.pompeian.com.

Flexicell, Inc.

Flexicell, Inc. is a world leader in providing custom robotic solutions by integrating robotic systems to perform manufacturing tasks such as case packing, palletizing, material handling, assembly, feeding of product to other machinery, vision inspection, collating, machine loading and unloading, and conveying. Since its founding in 1993, Flexicell worked with hundreds of companies in diverse markets such as, but not limited to, food/beverage, pharmaceutical/medical, manufacturing, electronics, automotive, and household goods. Flexicell is located at 10463 Wilden Drive, Ashland, VA 23005. See www.flexicell.com.

For more information, please visit www.flexicell.com or www.pompeian.com.

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