



10463 Wilden Drive ! Ashland, Virginia 23005
(804) 550-7300 ! Fax: (804) 550-4898

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Linda Barrett, Director of Marketing
804-550-7300 ext 39, linda.barrett@flexicell.com

Robotic Systems Integrator Flexicell, Inc. Celebrates 15 Years



Ashland, VA...September 2, 2008...In the highly competitive and innovative world of end-of-line-automation, Flexicell, Inc. of Ashland, Virginia is a standard bearer, celebrating 15 years as a robotic systems integrator. It is one of the longest continuously operating companies of its kind, and owes its success to its focus of applying robotics to three primary functions: packing, palletizing and material handling. For Flexicell and its customers, a 15-year mark is reason to celebrate.

“We picked the right niche from the beginning in packing and palletizing, and this is what we’ll continue to do...better and better,” says Hans de Koning, Flexicell president.

The application of robotics in manufacturing is a futuristic idea made real. It saves customers time and money, and provides a safer and more efficient working environment. Specifically, Flexicell designs, manufactures and installs robotic “cells.” These cells integrate robotics, vision systems and linear motions to perform the many functions required in the many manufacturing applications: case packing, assembly, material handling, collating, machine loading and

unloading, conveying and palletizing.

Robots quickly perform critical functions without the risk of injury or fatigue to personnel, offering greater productivity, and improving the competitiveness and the bottom line for the customer. Flexicell machines don't stop except for scheduled maintenance.

"We were one of the early companies to adopt robotic technology into packaging," says de Koning. "I believe business will remain strong because I see the future trend continuing toward improved processes. I predict that eventually there will be robots deployed throughout the U.S. manufacturing base; there are no limits to their use and the payback is enormous."

Since its first installation in 1993, Flexicell has delivered over 300 successful solutions throughout North America to a wide range of industries in diverse markets such as food and beverage, pharmaceutical, cosmetics, chemical, medical, manufacturing, electronics, automotive, and household.

Flexicell's systems have found homes in some of this country's most recognizable brand-name manufacturing facilities. Early Flexicell projects include Bakeline, Dean Foods, Doumak, Eastern Foods, General Mills, Herr, Knorr and Jolly Rancher. More recently, household names like Heinz, Stihl, Pompeian, Filtrona, Purolator and Blue Bell have all installed Flexicell's products and realized the benefits.

As emphasized in the company's name, Flexicell's mission is to utilize robotics in its equipment solutions to deliver solutions flexible enough to both serve its customers today and meet ever-changing market needs well into the future. Generally a robotic cell can be re-deployed for future uses with simple programming or tooling changes, saving the cost of purchasing an entirely new packing, palletizing or material handling system. It is this flexibility for which Flexicell is well known and well respected.

A Successful Focus is Key to Flexicell's Longevity

One of Flexicell's keys to success is focus: While robots can perform many functions in industry, Flexicell honed in on and perfected three primary functions: packaging, palletizing and material handling.

Another reason for longevity is Flexicell's focus on quality, not just in its products but in its people. Flexicell scours the country to assemble its team of the most experienced engineers and technicians qualified to design, build, and maintain the highest-quality systems.

Hans de Koning attributes much of the company's success to its team of employees, many of whom have been on board since the company's founding 15 years ago. "That says a lot for our company and our culture," he notes. It also enables customers to build relationships with Flexicell staff members. "It's likely that the person a customer dealt with when they purchased a system is the same person they can call several years later. Customers like that continuity and history we can provide in our service levels."

Flexicell's customer base has traditionally been built by reputation and referral. In an increased effort to let potential customers know about their product, Flexicell has recently ramped up its marketing efforts. A new web site and refreshed branding will be revealed in late 2008. The company goal is to continue to deliver a superior product and excellent customer service while expanding to become to most sought-after brand in its field.

About Flexicell

Flexicell is headquartered in Ashland, Virginia, just north of Richmond. Its 70,000 square-foot facility houses management, sales and manufacturing under one roof, which speeds both communications and production. Flexicell has enough manufacturing floor space to assemble and rigorously test all robotic systems *before* they are delivered to its customers, as well as incorporate in-house fabrication and finishing. Ninety percent of components are made on site.

Flexicell is strategically located along the eastern seaboard, close to major manufacturing hubs, and offers superior products and service across North America. Flexicell's service department is accessible 24/7, and sales and engineering work closely together to make important decisions quickly.

Flexicell and its customers can communicate at any time via a secure Internet connection. Drawings or documents from a customer can be sent and Flexicell can modify them on the computer in real time, allowing immediate changes and quick decision-making. State-of-the-art computer technology allows the customer to view components and completed assemblies in 3D, and simulation software means the customer can visualize the end product. "We can show them in real time exactly what they will be purchasing and taking delivery of," de Koning says.

In fifteen years, Flexicell's people have seen many changes in automation options, and they will continue to dedicate themselves to finding the best solutions to any manufacturing challenges.

Contact:

For more information, please contact Linda Barrett, director of marketing, toll free at 877-688-FLEX (3539) or direct at 804-550-7300 ext. 39, linda.barrett@flexicell.com, www.FLEXiCELL.com.

Attachment: 15-year logo

###