

*Elsner Engineering Works and Shemesh Automation Joint Venture Delivers New Operations Standards for Makers of Rolled Nonwoven Wipes in Canisters.*

Shemesh Automation and Elsner Engineering Works (SA-EEW) are proud to announce the success of last year's fruitful efforts to strike the market with the first empirically proven joint venture in the world today for an A to Z rolled wipes in Canisters equipment, advice and support.

The successful JV brings the two family-owned equipment makers with the ability to offer their clients a truly comprehensive solution for converting, roll stuffing, filling, sealing, capping, continuous labeling and case packing under just one umbrella. This eliminates responsibility questions, minimizes costs involved in dealing with multiple vendors and resulting in expanded knowhow, enhanced production efficiency, lower production costs per unit sold, increased output and product quality. This all leads to better positioning for increased market share and higher overall profit margins for customers.

With a new strategic plan in place, Elsner has been working to provide total converting and packaging solutions to its customer base in each of the markets it serves. The most encompassing production layout has been in the round wipes arena. With Elsner's highly successful ENR-1000 Fully Automatic Nonwovens Rewinder, it has been able to meet the production needs of industry-leading companies and their co-packers in this marketplace. To further support this growing sector and valuable customer base, Elsner Engineering Works, Inc. has combined efforts with Shemesh Automation to add the ability to provide a total solution for canister wipe production. Bert Elsner II, President and CEO of Elsner states, "The Elsner ENR-1000, in combination with the full offering of downstream equipment from Shemesh, allows us to offer one-stop shopping for the complete wipes operation. The engineers, technicians and supporting staff from Elsner and Shemesh have been working closely, especially over the last year, to learn from each other and bring this undivided solution to the market."

SA is operating for over 30 years and traditionally has been focused mainly in core fillers, cappers, sealers and labellers for various industries. Over the last fifteen years, SA, headquartered in Israel, a nonwovens powerhouse onto itself, shifted much of its focus and resources to developing truly unique downstream solutions catering to some of the world top players, thereby achieving unprecedented proven experience in providing one-stop shop downstream turnkey production lines for the round wipes market.

Shai Shemesh, SA's global head of Marketing and Business Development and the head of its London Offices: "Given that both EEW and SA each owns a forefront market technology such as Elsner's ENR-1000 or SA's SAS120 for vertical canisters rolls stuffing, teaming up with EEW was the natural thing for us to do in order to give our clients a real competitive edge in a ruthlessly competitive market where every penny saved in manufacturing goes a great distance to the bottom line. Arriving to where we are today did take time, but the fact that both companies are family-owned and share similar cultures has definitely played a roll in learning how to collaborate and develop mutual trust and invaluable synergies for our client base. It is our belief that the SA-EEW offering is the most advanced in the world today. On top of ultra low downtime equipment design, some of the offering components, such as our revolutionary automatic high-speed SAS120 vertical canisters stuffer, the first such machine introduced to the market and only one empirically proven to date with eight such machines sold in the last year alone, our special FGW shower no-drip special spray nozzles for fill & portion, the SEALPRO linear cut stretch & thermo seal and the CIW non-deformation lids capper mechanism are unique in the industry and were especially designed for the needs of producing high quality rolls of nonwoven wipes in canisters."

EEW & SA are planned to jointly exhibit in Geneva at INDEX14, where SA's SAS120 vertical canisters stuffer will be demonstrated in a public show for the first time.