

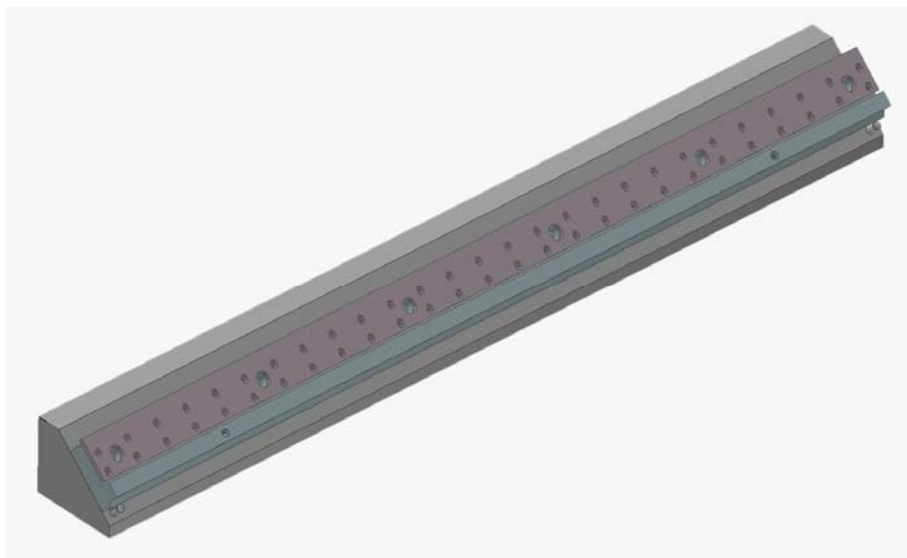


## NEWS RELEASE

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CONTACT: Mr. Jay W. Roth  
TITLE: Regional Sales Manager  
PHONE: +1-717-637-5991  
E-MAIL: [jroth@elsnereng.com](mailto:jroth@elsnereng.com)

### **POSITIVE FEEDBACK FOR ELSNER QUICK-CHANGE BLADE CARTRIDGE FOR ROTARY PERFORATOR**



**Solid Model of QUICK-CHANGE BLADE CARTRIDGE**

Elsner Engineering Works, Inc. is pleased to announce that response to its release of a quick-change cartridge for its rotary perforator had been very positive. Elsner now includes this feature as standard on all of its new very popular ELSNER Model ENR-1000 perforator rewinders built by the Company.

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“We have received reports of major time savings from our customers who are making use of this design. Customers who have purchased new machines with this feature installed are now ordering components to upgrade their existing equipment. Therefore, we do offer it as a retrofit kit also.” says Jay Roth, Regional Sales Manager. The intent of the design was to increase efficiency of perforation pattern change-over. The previous offering from Elsner used a large number of mounting bolts to secure the blade to the machine. This was necessary to maintain position of the cutting edge while offering the adjustability across the web necessary to make a quality cut. With the new design, the adjustability is maintained while using only six bolts to remove the entire assembly from the machine—drastically decreasing changeover time.

Larry Fischer, Sales Manager, continues to state: “Elsner continually looks to its customers for feedback on our machinery. This and several other ideas have come direct from conversations with our top tier customers. It has always been Elsner’s intent to solve the needs of its customers and develop partnerships that lead to long lasting relationships.”

Founded in 1934, Elsner Engineering Works, Inc. designs and manufactures converting and packaging machinery. They celebrated their 75<sup>th</sup> anniversary as a 3<sup>rd</sup> generation family owned and operated business in 2009. Their line of over 50 different machines are used to convert and package such products as disposable disinfectant baby non-woven wipes, giftwrap paper, aluminum foil and wallpaper. Elsner currently

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