



ELSNER
ENGINEERING WORKS, INC.

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

ELSNER LAUNCHES IMPROVED WEBSITE

MACHINES Select Machine by Elsner Model	FINISHED PRODUCTS Select Finished Product to find Elsner Machine
 <ul style="list-style-type: none"> • ACL • AGR-600 • APR-18/24 • ATW-6 • CR-3150-S • ECR-30 • EGV-200 • EL-4-48 • ELB-24 • ENR-1000 • EPC-48 • ETE Series • ETE-4800/1000 • F-500 • GS-4800/1000 • GWR-700 • HF-3150-S • LS-304C • MFC Series • MSP Series • QW-30-C • RMV-30 • RW-1400 • RW-1450-W • SA-20 (Schultz) • SA Series (Schultz) • SPC-24 • SLS-42 • SW-100/750 • TMM-200 • VS-700 • Yet to V-4 Upgrade • V-4 Series • ZV-2-40 • ZV Series for Wet Products • ZV Series for Dry Products 	<p>Kitchen Rolled Products</p> <ul style="list-style-type: none"> • Aluminum Foil, Food Film, Wax Paper, Baking Paper • Full, Firm, Food Wraps – Semi-Automatic • Butcher / Kraft Paper <p>Household Non-Wovens</p> <ul style="list-style-type: none"> • Floor Wipes • Small Folded Wipes • Large Cross Folded Wipes • Stacked Folded Wet Wipes • Stacked Folded Dry Sheets • Rolled Perforated Sheets • Low Production Rolled Products <p>Party Goods</p> <ul style="list-style-type: none"> • Giftwrap Rolls – Retail • Giftwrap Rolls – Counter • Overwrapped Giftwrap Rolls • Cookies • Labeled Gifts • Folded Tissue Paper • Rolled Products (Fully Automated) • Rolled Products (Semi-Automated) • Small Roll Cores Products • Holiday Creations • Party Streamers / Serpentine • School Book Covers <p>Wallcoverings</p> <ul style="list-style-type: none"> • Wallpaper Sidewall Rolls • Rolled Wallpaper Borders • Wallcovering Overwraps • Commercial Wallcoverings • Retail Wallcoverings <p>Industrial Non-Wovens</p> <ul style="list-style-type: none"> • Shop Wipes / Blanket Washer Rolls • Circuit Board Cleaning Rolls • Landscaping Fabric / Weed Block <p>Specialty / Medical Converting</p> <ul style="list-style-type: none"> • Aluminum Screen Winder • Bubble Wrap • Folded / Stacked Cores Paper • Floor / Playground Mats • Surgical Drapes • Doctor / Examining Room Paper • Overwrapped Products



Converting Equipment For Your Success™

ELSNER ENGINEERING WORKS, INC. • 25 Fama Avenue, P.O. Box 66, Harlow, PA 17331 U.S.A.
Tel: +1-717-637-5991 • Fax: +1-717-637-7102 • Email: Info@elsnereng.com
GERMAN SALES OFFICE • Grossenfelder Heide 10/11a 85A, Rempe 32237, Germany
Tel: +49-421-4787868 • Fax: +49-421-4787869 • E-mail: joerg@elsnereng.com



www.elsnereng.com

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Site Maintenance: [Navigation Design](#)

Screen capture of improved 'Equipment' page

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Elsner Engineering Works, Inc. is pleased to announce an update of their company website. The amount of information available on www.elsnereng.com has been greatly expanded with a more detailed 'Equipment' page and other updates throughout.

The previous version of the website offered the viewer a selection of product categories to determine the proper Elsner machine for their use. Now, in addition to this assistance, those familiar with Elsner's machine model numbers can go directly to the machine for which they are looking. Because Elsner serves a broad range of the converting and packaging industries, it is difficult to list all possible categories of products. Listing the machines by model will be used as a tool for Elsner's sales team to direct new inquirers with special projects. This will also enable existing customers to keep up with improvements to specific machinery designs when considering adding or upgrading their existing Elsner machinery. The amount of information available for each machine has also been increased. Each model of Elsner machine now has a .pdf version of the sales brochure available on the website.

In addition to the 'Equipment' page, several notable changes were made to the home page. Elsner added a link to their popular YouTube ® channel. Jay Roth, Regional Sales Manager, states, "The addition of the YouTube ® channel to our available resources has proven to be of great value already. In the past we would lose time trying to get information to a prospective customer. Now we can direct people to the internet to see our machinery in action and get a feel for our capabilities immediately. There is no replacement for face to face meetings, but the proper use of the Internet helps us get the

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ball rolling, especially with our global marketplace.” In addition to the YouTube ® link, the Elsner home page now features a ‘Customer Testimonial’ link offering a glimpse of Elsner’s valued customer relationships.

In an effort to keep their customers and potential customers informed, Elsner Engineering Works, Inc. updates the site frequently. Press releases are posted regularly to note the company’s progress with machine developments, staff changes and other milestones within the organization. A ‘Trade Show’ page lists the exhibitions and details of such where Elsner can be visited. The website also gives a brief history of the company and lists available career opportunities.

Founded in 1934, Elsner Engineering Works, Inc. designs and manufactures converting and packaging machinery. They celebrated their 75th anniversary as a 3rd generation family owned and operated business in 2009. Their line of over 40 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 services and supports over 2400 machines worldwide with equipment located in nearly sixty countries. Besides their headquarters in Hanover, PA, they have a sales office in Bremen, Germany, and offer field support from sites in the United Kingdom and Shanghai, China.

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FOR SALES, PLEASE CONTACT:

Elsner Engineering Works, Inc.

475 Fame Avenue
P.O. Box 66
Hanover, Pennsylvania 17331
USA

Contact: Mr. Jay Roth
Telephone: +1-717-637-5991
Telefax: +1-717-633-7100
E-mail: jroth@elsnereng.com
Website: www.elsnereng.com

