



WRE/ColorTech

Press Release

For Immediate Release

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WRE/ColorTech Announces Major Engraving Expansion Project

Greensboro, NC – January 7, 2004 – WRE/ColorTech, a major North American supplier of rotogravure engravings and prepress services, today announced a major expansion of its engraving capabilities. Driven to provide the best in class service to its rotogravure printing clients, WRE/ColorTech is beginning a multi-phase project to bring European style engraving automation to North America.

The first phase in this expansion will be the installation of a new, fully automated, engraving facility at WRE/ColorTech's headquarters in Greensboro, NC. Incorporating all of the latest plating, finishing, engraving and automation technologies from Max Daetwyler Corporation of Bleienbach, Switzerland, WRE/ColorTech's new facility will be the most efficient automated engraving plant in North America. Work is already underway at this facility with scheduled completion in the third quarter of 2004.

Additional expansions to this and other WRE/ColorTech facilities are planned in the near future as WRE/ColorTech continues its commitment to service the rotogravure industry.

WRE/ColorTech is a leading provider of engraving and prepress services applied to the packaging, security printing, catalog, advertising, and specialty printing industries. Established in 1951, WRE/ColorTech delivers premier rotogravure engraving and graphic imaging expertise from six locations across the U.S. and Canada. For more information, visit <http://www.wrecolor.com>.