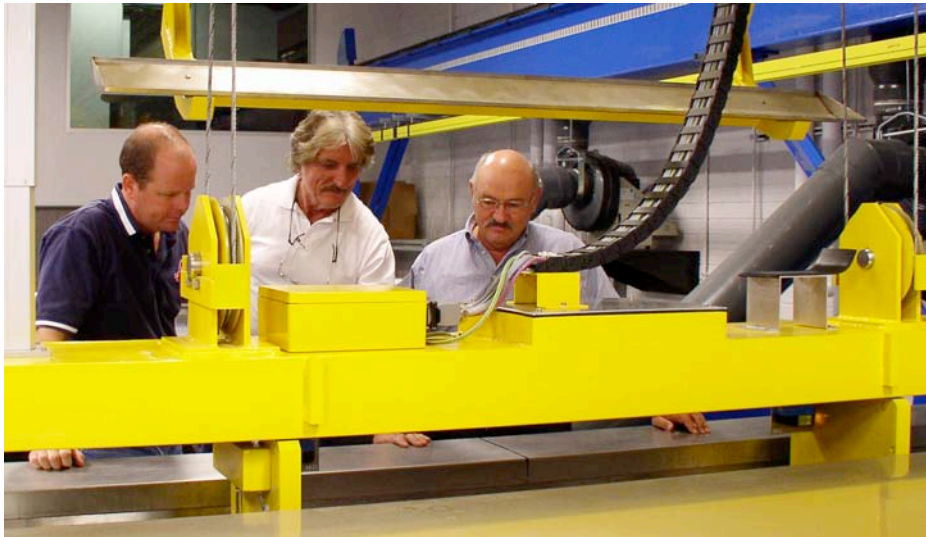


WRE/ColorTech's New Automated Facility Features Chema Technology's DisCoP

Greensboro, NC – October 11, 2004 – One of many innovative features of WRE/ColorTech's major expansion is a unique new copper plating technology called **DisCoP**. Described as a “nuggetless” process, **DisCoP** (Dissolvable Copper Plating) greatly enhances plating speed and provides a mirror finished, tightly grained quality copper surface that reduces the need for post-plating machining. Until now, this proven process has only been available through a major retrofit of existing plating tanks, but WRE/ColorTech's new facility features a new generation of automated Daetwyler **CopperStar** plating tanks specifically designed to maximize the benefits of the **DisCoP** process. These new tanks, the new **HS-GS** high-speed finishing & engraving technologies, and **RoboStar** crane with process automation are major parts of this advanced facility that will provide a new level of efficiency in the manufacture of gravure cylinders.



*Dan Comerford, Hubert Metzger, and Peter Daetwyler look on as the robotic crane automatically retrieves a plated cylinder from a Daetwyler CopperStar tank specifically engineered to integrate DisCoP technology.
WRE Photo*

Hubert Metzger, inventor of **DisCoP**, President of Chema Technologies, Inc., and an active participant in this installation states, “WRE/ColorTech's new installation is the first fully automated nuggetless copper plating facility in the world.”

Production cylinders are currently being produced in this new Greensboro, NC, facility and an open house will be held November 3-5, 2004, to introduce it to the public.

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>.