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## **FOR IMMEDIATE RELEASE**

### **Faustel Inc. Plans to Expand Marketing Efforts in China**

GERMANTOWN, WISCONSIN... Faustel, a leading manufacturer of web processing equipment for the paper, film and foil converting industry has announced plans to attend the *ICE China* show at the Shanghai Expo Mart in February 2008, as part of its overall plan to tap into the rapidly expanding Chinese market.

According to Richard Greer, V.P. of Sales and Marketing, "Economically speaking, the People's Republic of China has the world's largest potential for growth. Many of Faustel's US customers are planning or have already opened operations there. The *Ice China* show is a good fit for Faustel because it is targeted at the general coating and converting industry and will attract customers from the many diverse coating and converting fields. We expect to find both potential customers from indigenous and foreign owned companies in attendance."

At the show, Faustel plans to showcase its complete converting lines and ancillary equipment as well as its new pre-manufactured *LabMaster Plug & Play* series of pilot coaters. They can be found at booth #1-DO3.

In 2005, Faustel made a strategic decision to open a new manufacturing plant in Xiamen. Xiamen is a major transportation center from which equipment can be easily shipped to both domestic and foreign destinations. The new plant has already completed several major projects and contacts made at the show will help keep production at a steady flow.

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Faustel Inc., headquartered in Germantown, Wisconsin has been designing and building custom converting equipment for over 50 years. Faustel's offering includes complete coating and laminating lines for paper, foil and film, control systems, in-register coaters and printers, web drying equipment, unwinders and winders. Faustel's newest innovations include the Vari-Coat Gravure Coater, the PerfectStart Rewind System and, most recently, the LabMaster Plug & Play Pilot Coater. Their Process and Technology Center, located in the Germantown facility, allows customers to experiment with different coating, drying curing or winding methods in the development of new processes or in the alteration of existing processes as they seek to bring new products to market or make manufacturing improvements to existing ones. For more information about Faustel, visit <http://www.faustel.com/ice.cfm>

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**Caption:** *Faustel's new plant in Xiamen, Peoples Republic of China.*

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