



CHICAGO PACKAGING COMPANY

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March 19, 2002

Mr. Mark Bibo
Sales Manager
Gerber Innovations
151 Batson Drive
Manchester, CT 06040

Dear Mark:

I'm writing to let you know how pleased we are with our Gerber Profile Die Tool Production System. Since installing the equipment in December 2000, Chicago Packaging has increased productivity and profitability by a significant margin, while saving \$75,000 annually in laser die outsourcing fees. In addition, we've eliminated all overtime (45 hours a week), and reduced our die room personnel. As a result, the system has already paid for itself; in fact, it did so in just 14 months... a very impressive return on investment.

Aside from the cost and productivity benefits, we've noticed a substantial difference in quality between our Profile-generated dies and those we were previously sending out to be burned. Now, instead of constantly worrying about blown out kerfs and inaccurate cutting/creasing on-press (not to mention potential damage) from loose rules, we enjoy the freedom of knowing the rules are held securely in place by a consistent kerf width from top to bottom. Likewise, when I pull the rule out of a Profile die for a re-knife, the wood doesn't splinter. Thanks to the Gerber Profile, our die quality has improved 100%. And that's a big consideration for me. Because if a problem occurs on-press due to a loose rule, the customer is going to hold Chicago Packaging responsible.

Before purchasing the Profile, we were outsourcing 99.9% of our dies for laser burning. Now, we've switched over completely to the Profile for all our dies. The cost of a Profile-generated die is significantly less than that of a laser-burned die. Our dies average 1,500 to 2,000 inches of rule, so it was costing us about \$450 each to have them burned. We produce the same dies on the Profile for about \$60 each. That's a big savings. Consequently, I now do everything on the Profile: dies, stripping boards, and full form die vinyls for our 1650 Bobst press. That translates into 30 to 35 jobs a week.

Of course, there's a tremendous difference in the initial purchase price as well: approximately \$125,000 complete, installed and warranted for the Gerber Profile; about \$450,000 for a laser system. And that doesn't include the \$250,000 or so to upgrade an existing exhaust system if it doesn't comply with EPA codes. I know, because I researched the market to price out laser systems before we heard about the Profile.

As you can probably tell, I can't say enough about the Profile and what it has done for Chicago Packaging. It's a wonderful system backed by a highly professional and responsive company, and we're thrilled with it. Thanks for a remarkable product!

Sincerely,

Robert T. Thiemann
Packaging Design/Die Room Supervisor