



ROCK-TENN COMPANY
CLINTON FOLDING CARTON PLANT

March 21, 2002

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

Dear Mark:

I'm writing this letter to tell you that the Gerber Profile is working very well at Rock-Tenn... and to thank you for developing such a terrific machine.

I have to admit we had some initial doubts regarding the system when we first heard about it, particularly its ability to generate a high quality dieboard. We also wondered about the two-layer board strategy and whether or not the glue would stand up on the press long-term. As a converter for the folding carton industry, our customers include food, beverage, cosmetics and pharmaceutical companies... so on-press die performance is critical to maintaining and growing our customer base. However, the more we investigated the Profile, the more we liked what we saw. We found the technology very intriguing and the price equally appealing. After visiting Gerber Innovations for a personal demonstration, we walked away convinced the Gerber Profile could make a real difference in our plant tooling costs. And we were right. We installed the Gerber Profile in our Clinton, Iowa plant just before Thanksgiving 2000, and since then, we've seen a lot of positive changes.

For example, the machine's speed allows us to turn jobs around very quickly. Before we bought the Profile, we outsourced our die tools. That translated into a great deal of overtime and stress because we often had to resort to creative strategies in order to get the job on press on time. Now that we're making our die tools in-house, we've minimized those scheduling nightmares. With the Profile, we've been able to produce dieboards, bottom strippers, upper strippers, flat-top blankers, head sticks, and plastic rub bars and glide parts for our gluers. And they're all beautiful. Plus, the savings are fantastic.

In addition to these benefits, the Profile is very easy to operate and maintain. Most of my four diemakers knew very little about computers when we first got the system. And now everyone is very comfortable with it. Maintenance couldn't be easier; there are very few issues, and we take care of them ourselves. I don't need a specialized maintenance staff.

And here's an interesting fact: we've seen a notable difference in re-knifing between the Gerber dies and the laser dies we previously outsourced. When a laser burns through wood, it chars the wood fibers. The Profile, because it routs, leaves the end grains open. These open-end grains soak in the oil we dip our rule into, so when we pull it out to re-knife the die, the wood doesn't split like it does with burned dies. Because of this, we've already re-knifed some Profile-generated dies four or five times, and they're fine.

These are the kinds of things that make the Profile such an outstanding investment. I have a lot of friends with laser die shops who are extremely slow right now. And while this is partly attributable to the economy, it's also indicative of the impact the Profile is making on the market. I believe, as time goes on, that impact is going to become increasingly obvious - as companies like Rock-Tenn realize how the Profile can help them eliminate outside vendor costs, make their dies more quickly, manage their schedules better, and gain control over the entire diemaking process. Gerber Innovations has created an amazing machine, and it's doing amazing things for the industry. Keep up the good work!

All the best,

Bill Stroud
Cutting Manager

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