



# The Shrink Sheet

Distributor Newsletter

*Conflex...Flexible People Make Flexible Systems*

January 2007

## Reminders:

- Look back into 2006 quotes that didn't purchase yet to see if there are any unspent funds in the budget before the end of the year
- Send in those samples for video taping
- The holiday season is a perfect time to let your customers know how much they mean to you
- Thanks for a great 2006!

*We're on the web*



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## Distributor Newsletter

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## CW 160 Modular Series Expands Sales Opportunities

Those of you that made it to Pack Expo this year saw the new CW 160 Modular Series take on new and interesting combinations. The new CW Series machine made a big splash as the first shrink wrapper to exhibit without a Conflex built infeed. We showed a CW 160 Plus with a Shuttleworth VFD Smartfeed integrated as the Infeed. We also showed A Modular ServoFlex with a single Streamfeeder feeding directly into the plow. We also exhibited in the Streamfeeder booth using their infeed as the infeed to the wrapper. The Modularity of the Series virtually allows for an endless combination of infeed / wrapper combinations.

### Why We Did It.

Conflex realized that our expertise lies in wrapping the product. When other solutions for product handling are already in place or just plain better, Conflex can work with them. Mechanical and electrical integration of different systems can always be a challenge, but the "Can Do" attitude of our engineering department always prevails.

### Other benefits include:

- Smaller Footprints
- More Competitive Total System Costs
- Greater Flexibility = No more "handshake" Issues
- Faster Lead times

The CW Series still remains an excellent value as one of the fastest machines in its category, we have just added the benefit of flexibility. A good tip for uncovering potential applications is to think of your current prospects who have Streamfeeder, Longford, Shuttleworth or other mailing equipment that need a wrapper behind them!



CW 160 Plus with Shuttleworth

## New Tag Line Embraces Conflex' Reputation

You probably couldn't come up with it if someone asked you, but we think you'll agree once you hear it...

### **Conflex...Flexible People Make Flexible Systems**

After much research and surveying of those who we worked with over the years, we realized that Conflex stands for something other than just great shrink wrap equipment. A combination of end users and distributors gave us their input and we think it sums up who we are and the way we run our business.

### **What this Means for You,**

It means Conflex will always deliver custom and competitive equipment solutions that put your proposals ahead of the competition.

It means a focus on customer service that says; when you or your customers call Conflex you will get prompt, professional, personal attention—every time.