

## PRESS RELEASE

### **PRIMA INDUSTRIE AND FINN-POWER AT THE EUROBLECH. PERFORMING, EFFICIENT, ECO-FRIENDLY, AND EASY LASER AND SHEET METAL PROCESSING.**

*PRIMA INDUSTRIE and FINN-POWER  
Euroblech – Hannover - Booth E18 - Hall 14  
26-30 October 2010*

*September 8th, 2010* - PRIMA INDUSTRIE and FINN-POWER will be present at the 21<sup>st</sup> edition of the EuroBLECH show in Hannover from 26<sup>th</sup> to 30<sup>th</sup> October, with many innovative products. In hall 14, at booth E18 covering an area of about 1000 m<sup>2</sup>, the Group will demonstrate how laser and sheet metal processing technology is becoming always more productive, efficient, eco-friendly, and easier.

High performance, energy efficiency, sustainability, ease of use, safety and ergonomics are the main principles driving innovation in PRIMA and FINN-POWER, as the products exhibited at the fair will show to its visitors. The two companies have a long tradition of responsible innovation, that is, commitment to develop products which are not only fast and accurate, but also efficient, safe and easy for their users and for the environment.



*"What makes us very satisfied – says Ezio Basso, General Manager of PRIMA INDUSTRIE - is that very often customers choose our products because of their capability to manufacture both sustainably and profitably. Moreover, the use of state-of-the-art technologies generally allows our customers to produce parts which decrease the environmental impact of the final products. This is the case, for instance, of lighter and more resistant automotive or aerospace components, allowing the building of more eco-friendly cars and aircrafts."*

All products exhibited at PRIMA and FINN-POWER stand at the Euroblech are a further step toward this direction. They are all high performance machines featuring high efficiency levels in all aspects: low consumption, low maintenance, maximum material usage, flexibility of operation, compactness and ease of use.

As for laser products, important innovations will be presented both for 2D and 3D processing. Of the servo-electric FINN-POWER range, two bending solutions are on display, as well as a new integrated punching – right angle shearing cell, which will get its world premiere.

*“The principle of responsible innovation – states Tomas Hedenborg, President and CEO of FINN-POWER - is far from being new to us. Our first servo-electric solutions - “Energy in Efficient Use” – were introduced well over a decade ago, and currently our offering based on this technology is the widest in the world market.”*

*“We have always devoted our R&D efforts to finding solutions which improve machine performance and productivity. Moreover, these efficiency-enhancing solutions have simultaneously been steps forward in user and eco-friendliness”*

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#### **About PRIMA INDUSTRIE Group**

*PRIMA INDUSTRIE S.p.A., established in 1977 and listed on the Italian stock market since 1999 (STAR segment), develops, manufactures and markets laser systems for industrial applications and sheet metal fabrication machines.*

*PRIMA INDUSTRIE leads today a Group with about 1,400 employees and manufacturing sites in Italy (PRIMA INDUSTRIE S.p.A, PRIMA ELECTRONICS S.p.A, FINN-POWER Italia Srl), Finland (FINN-POWER Oy), USA (PRIMA North America Inc.) and China (Shanghai Unity Prima Ltd. and Wuhan OVL Convergent Laser Co. Ltd.).*

*Prima Industrie Group operations are based on three business segments:*

**Laser machines and sources** for cutting, welding and drilling of 3D and 2D components.

**Sheet metal treatment systems**, including punching machines, combined punching/shearing and punching/laser cutting systems, bending systems and automation.

**Industrial electronics**, including power and control electronics, and numeric controls which are also installed on its own laser machines.

*With over 30 year years of experience the Group can count on thousands of machines installed in more than 60 countries worldwide, is present with property commercial and assistance units in over 15 countries and it is among the main worldwide constructors in its own reference market.*

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*For further information:*

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