

## PRESS RELEASE

**PRIMA GROUP AT THE EMO MILANO:  
DIFFERENT TOOLS, THE SAME PASSION.**

**PRIMA INDUSTRIE AND FINN-POWER  
PRESENT TWO WORLD PREMIERES,  
FURTHER WIDENING THEIR PRODUCT RANGE.**

(STAND C14/C16 – HALL 18)

*July 13th, 2009*

PRIMA INDUSTRIE Group will take part from 5 to 10 October to the EMO 2009, the important international trade fair dedicated to the machine tools that, as it happens only every 6 years, will take place in Italy.

The Group will show its extremely wide product range of laser and sheet metal processing machines and will show many innovations.

*“Different tools, the same passion.”*: with this slogan PRIMA INDUSTRIE and FINN-POWER will show their comprehensive product range, further widened with the introduction of **new machines that will be exhibited as world premières** on this international stage. The passion for technology, innovation and quality, which has always distinguished both Companies, has also inspired the “newly born” in PRIMA INDUSTRIE and FINN-POWER.

The machines of the Group will be displayed for the first time with the **new colours, unified for the two brands**: a clear sign of the integration process within the Group. The new, elegant and modern machine look derives from the combination of the distinctive colours of the two brands: a change in line with the tradition of both Companies.

Another *première* is linked to the wide spectrum of the products offered by PRIMA INDUSTRIE and FINN-POWER brands, which has driven the PRIMA Group to organize them into families according to their application: **TheLASER, ThePUNCH, TheCOMBI, TheBEND**.

*TheLASER* is the product line grouping all laser machines and systems for the cutting, welding and drilling of two-dimensional and three-dimensional workpieces. *ThePUNCH*

product line gathers all punching systems, while *TheCOMBI* includes the integrated punching/laser and punching/shearing systems. The various bending solutions (press-brakes, panel benders and bending cells) are unified under the name *TheBEND*.

The variety of products is an important benefit for the Customers of the Group, since it allows to satisfy any production needs in an absolutely specific and specialized way, with state-of-the-art solutions for each application and with the responsibility of a sole supplier. For its Customers the PRIMA INDUSTRIE Group is a competent Partner, unique but highly versatile, able to give the most proper answer to their needs.

As already mentioned, at the EMO the PRIMA INDUSTRIE Group will exhibit **two world premières**: the new products will extend the wide PRIMA INDUSTRIE laser product family and the rich line of FINN-POWER servo-electric solutions. These two big innovations will be revealed only on October 5<sup>th</sup>, when the fair will open its doors.

Beside these new products it will be also showcased the **FastBend**, the innovative servo-electric panel bender that, after less than one year from its launch at the Euroblech 2008, is proving to be the right solution for a market requiring a combination of high quality and flexibility with reduced investments.

*"In an undoubtedly difficult situation like the one we are all facing now – explains Domenico Appendino, PRIMA INDUSTRIE Marketing Director – the PRIMA Group presents itself at the EMO with many important changes and innovations. This confirms the strong drive towards innovation, the competitiveness, and the passion distinguishing our Group. For us, being at the cutting edge of the laser and sheet metal technology means offering our Customers solutions always in line with their needs, for today and tomorrow."*

*Pictures (high resolution version attached):*



*"DIFFERENT TOOLS, THE SAME PASSION.",  
PRIMA INDUSTRIE and FINN-POWER slogan for the EMO 2009*



*RAPIDO, from TheLASER product line*



*E5, from ThePUNCH product line*



*Shear Genius, from TheCOMBI product line*



*FastBend, from TheBEND product line*

*For further information:*

*PRIMA INDUSTRIE S.p.A. - [www.primaindustrie.com](http://www.primaindustrie.com)*

*Via Antonelli, 32 - 10097 Collegno (TO) - ITALIA*

*Tel: +39.011.4103.1 - Fax +39.011.411.73.34 - E-mail: [prima.marketing@primaindustrie.com](mailto:prima.marketing@primaindustrie.com)*

*FINN-POWER Oy - [www.finn-power.com](http://www.finn-power.com)*

*P.O.B. 38 - FI62201 Kauhava - FINLAND*

*Tel. +358 6 428 2111 - Fax +358 6 428 2310 - E-mail: [Timo.Laurinen@finn-power.com](mailto:Timo.Laurinen@finn-power.com)*