



## **PRESS RELEASE**

### **PRIMA INDUSTRIE PRODUCES THE 1000<sup>th</sup> PLATINO**

*October 24<sup>th</sup>, 2007*

PRIMA INDUSTRIE, worldwide leader in the field of high power laser machines for industrial applications, which celebrated this year the thirtieth anniversary since its foundation, produced its 1000<sup>th</sup> 2D laser cutting machine model PLATINO.

This milestone will be celebrated at the Expolaser show in Piacenza (15-17 November 2007), where the machine will be dressed exclusively for this occasion.

The keys of this special machine will be consigned to the Customer RITMO S.p.A., an Italian manufacturer of welding machinery for plastic components, on November 15<sup>th</sup> 2007 at 17.00 at the PRIMA INDUSTRIE booth (Hall 1, Booth C10-D9).

*"PLATINO is a successful machine, – comments Claudio Banchi, PRIMA INDUSTRIE Sales Director – which since its launch, about 10 years ago, set new standards in terms of flexibility, productivity and reliability in sheet metal processing. Constantly renewed and enhanced, in these years PLATINO has been produced in 1000 units and installed in about 50 countries worldwide, setting an outstanding goal in the field of capital goods."*

PRIMA INDUSTRIE S.p.A., listed to the Italian Stock Exchange STAR segment since 1999, is worldwide leader in the field of three-dimensional laser machines.

The Company entered the larger market of two-dimensional machines in 1992, through the acquisition of the Swiss company Laserwork AG.

It was PLATINO that allowed the Company to reach a share of over 10% of the European and North-American market also in the sector of flat cutting. On this market PRIMA INDUSTRIE has recently introduced SYNCRONO, the fastest laser cutting system ever.

*"For PRIMA INDUSTRIE – concludes Claudio Banchi – the celebration of the 1000<sup>th</sup> PLATINO is above all an occasion to thank the numerous Customers all around the world who have chosen us, and continue to choose us, as partners for their business."*

*For further information:*

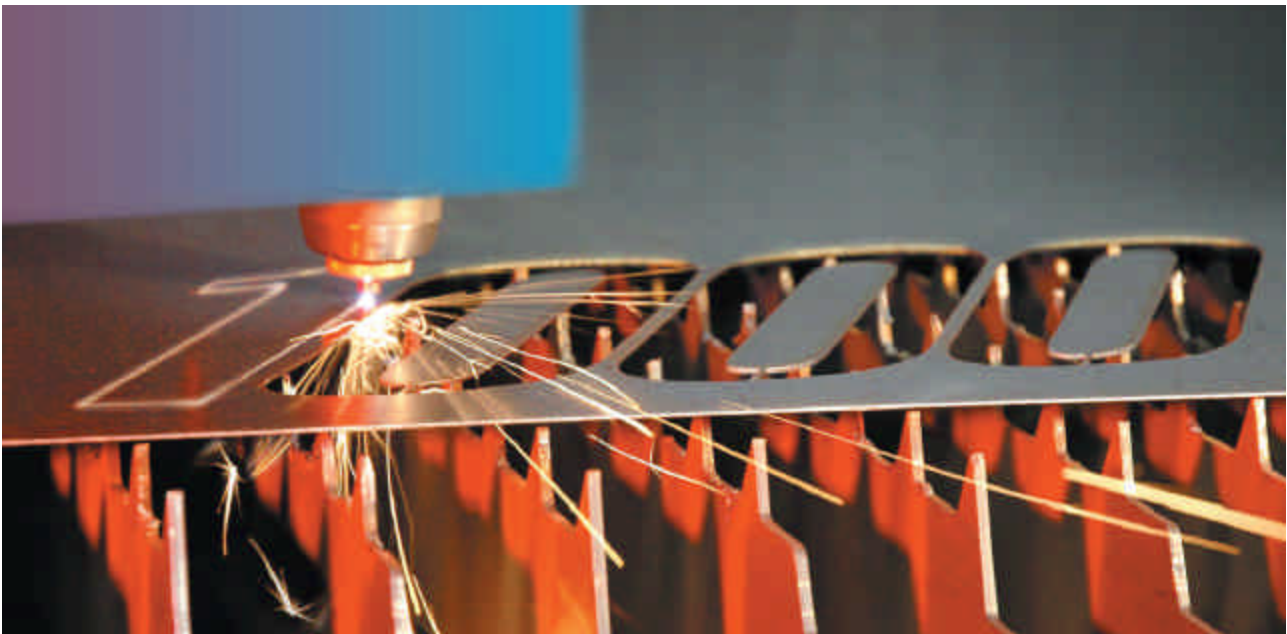
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IMAGES AND CAPTIONS:



*PRIMA INDUSTRIE HAS PRODUCED THE 1000<sup>TH</sup> PLATINO*

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*THE 1000<sup>TH</sup> PLATINO LOGO*



*THE 2D LASER CUTTING MACHINE PLATINO*