

NEWTEC NEWSLETTER

DECEMBER 2010



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Dear NEWTEC Dealers,

The year 2010 has nearly come to an end. It has in many ways been a positive year for Newtec.

We have seen a constant increase in enquiries and orders from nearly all markets we serve. The growth has been manageable, giving us the opportunity to still have relatively short delivery time on orders.

We strive to have a swift and accurate communication process with you and our mutual customers, so customer decisions can be taken on a solid base.

In 2010 Newtec introduced new products ready for web-services. After the presentation of 4009B2 in November 2009 and successful sale of the model, we have here in 2010 also introduced the 4015B2 as well as 4014XB1 – a weighing machine for large products at high speed. The new products have been well received by you and the customers, so we at Newtec feel that we are moving in the right direction.

Gentle product handling, weighing accuracy and productivity are keywords in all we are doing. Newtec has therefore developed and introduced a PCS-Slide solution for gentle handling of products such as apples, in connection with 2014A and a NBM or a HFFS machine. This is a very promising new concept.

For the new year, we will continue to focus on product development based on own ideas and the ideas we get from you with regards to the customers' needs. This feedback together with market research is essential for future business.

And bringing the year to a close is the launch of the new Newtec Website! We welcome your feedback on the new site.

Newtec looks forward to serve and cooperate with you in 2011.

Merry Christmas and a happy New Year to you, your teams and families.

Yours sincerely,
Henrik Winther Knudsen
CEO / Newtec A/S

*"The year 2010...has
been a positive year for
Newtec"*

Agromek 2010

Agromek is the biggest agricultural exhibition in Denmark which takes place every second year. This year, it was held from the 30th of November to the 3rd of December.

As usual we joined forces with three other Danish companies in order to attract as many customers as possible. This joint effort is due to the fact that we service the same customers and do not compete directly with each other – the concept works very well.

For the first time we did not bring any machines to the exhibition. We instead designed the stand as a café/meeting place. As this was a new concept, we were eager to experience how it would work, and were positively surprised to see a nice level of activity at the stand. When we asked our customers about the stand concept, the responses we got were very positive. They enjoyed the relaxed atmosphere and the chance just to sit down and talk over a cup of coffee.

During the entire week we had heavy snow in Denmark, and unfortunately this influenced the total number of visitors to the exhibition. Nevertheless, we did generate a number of sales leads for both Weighers, Celox machines and trade products.

On top of that we had the pleasure of being joined by 2 Newtec dealers - Arne Bjerknes from Bjerknes Maskinforretning A/S, Norway and Dmitry Ignatiuk from Agropak Alter Ltd, Russia.

“Joined forces with three other Danish companies to attract as many customers as possible”



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Interpoma 2010 – PCS-Slide solution

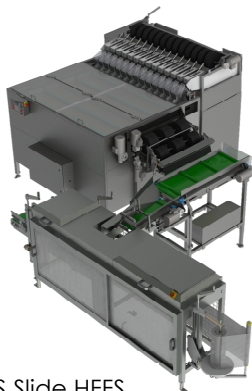
Newtec – represented by Saclark, the Newtec dealer in Italy – attended the Interpoma 2010 which was held in Bolzano, Italy from 4th to 6th November 2010. On exhibition was the new developed PCS-Slide solution for gentle handling of apples.

The slide solution was presented in connection with a 2014A weighing machine, delivering apples for packing in trays by a NBM45 or in bags by a HFFS machine.

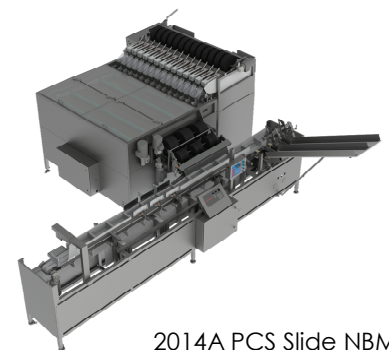
At this 7th International Trade Show there was good interest for these solutions from many apple producing countries.

The PCS-Slide is -as is our PCS-Cradle solution- extremely gentle in the handling apples!

Please contact us for more information.



2014A PCS Slide HFFS



2014A PCS Slide NBM45A

PMA Show 2010, Orlando Florida

Ag-Pak attended and exhibited at the PMA Fresh Summit in Orlando Florida from October 15 to 18. The PMA is the largest fruit and vegetable show in North America. With an attendance of over 17,500 the exposition attracted shippers and packers from throughout the country. At the show Ag-Pak was pleased to introduce to the market both the 4014XB1 and 4015B2 Newtec weighers.



The 4014XB1 provides us with a clear competitive advantage in the American potato and onion industries and was very well received at the show. The wide vibratory channels and large weigh heads have been designed to handle large potatoes and onions common in the United States. Impressively the 4014XB1 delivers up to eighty 5-pound portions a minute without sacrificing accuracy. The efficiency of its low equipment price per bag per minute and high production per square foot of floor space is unmatched in the industry.

Likewise the 4015B2 provides us with an industry-leading solution in the rapidly growing clementine industry. In recent years clementines have eclipsed oranges as consumer's preferred citrus snack fruit. The size of the 4015B2 weigh heads are a perfect match for the smaller size of clementines. In addition, the tool-less removal of the 4015B2 heads, its fast speed, and high level of accuracy provide us with advantages that are un-matched by our competitors. The 4015B2 has been placed in California at one of the country's largest clementine packers and shippers.

*"Impressively the
4014XB1...is unmatched
in the industry."*

In addition to generating many strong leads at PMA, the conference was a great opportunity to re-connect and make plans with our dealers and our key suppliers. We would like to thank all of them for their attendance at the show and for helping us to make the show a success!



Newtec launches new website!

Before the Christmas holidays, Newtec will launch its new website: www.newtec.com

The new and improved website not only has a new look, it also provides more information about Newtec products and available solutions. It allows for easy identification of machines and solutions by use of a single or multiple search criteria such as machine type, product type, speed per portion, portion weight or packaging type.

There is also an interactive Dealers forum where Newtec dealers can discuss and communicate with each other concerning Newtec products and solutions.

We are aware that a few things are still missing and continue to improve the new website. We welcome your feedback and ideas.



"New look... Specific search criteria...Dealer forum..."

Step 1: Choose a product

Select a specific product by its name from the categorized dropdown list. The machine models in the list have been categorized by machine types and by the ability to enable [Web Services](#).

Step 2: Find a solution

Locate the right solution for your requirements by using the solution locator tool. The locator tool allows to view and compare machines produced by NEWTEC. The [solution locator tool](#) returns matching results according to the selected criteria in the filter dialog boxes.

Step 3: Contact us

In case the provided tools (solution locator or direct machine selector) have failed to locate the right solution for you or you have questions related to the offered solutions, please, feel free to contact us.