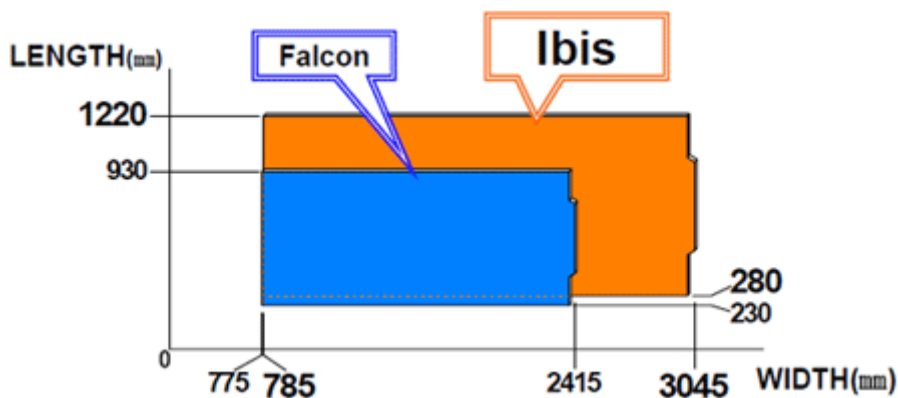


New fixed type Flexo Folder Gluer IBIS was unveiled at ISOWA's Open House 2010

On December 8, 9, and 10, 2010, Open House was held at the main factory of ISOWA located in Kasugai, Aichi, Japan. More than 200 customers in total for three days came to attend Open House. The first day of Open House, December 8, 2010 was mainly for overseas customers.



A brand-new fixed type Flexo Folder Gluer IBIS was unveiled at Open House. IBIS was FFG originally developed as open/close type in 2009*, and ISOWA had no plan to make a fixed type model. However, there were a lot of requests from overseas customers for a fixed type FFG with a larger printing size and all of the basic capabilities of the FALCON, so ISOWA decided to work on developing a fixed type IBIS keeping the basic capabilities of the machine, including its "versatility," "precision," "operability," "short setup time," and "maintainability and durability." ISOWA completed the fixed type IBIS scheduled to be shipped in January, 2011.

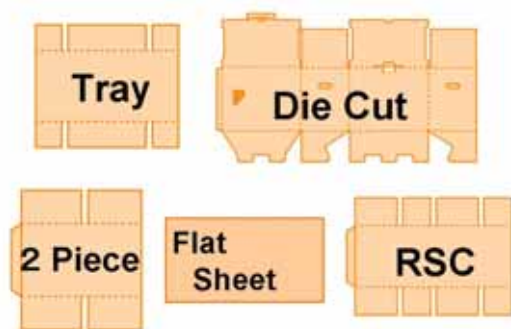


*Please refer to the link about the background to the development of fixed type IBIS.

<http://isowa.wordpress.com/2010/09/01/isowa-news-letter-vol-17/>



A demonstration of the fixed type I B I S was given as a main feature for Open House. The demonstration was displayed on the screen installed above the I B I S. Six (6) orders with five (5) different types of boxes were continuously produced. Not having the time for quality check between orders, customers felt how fast the order change had been done. The average speed of order changes (for the order without die-cut job) was 1.36 minutes.



After the demonstration, the quality of all orders was tested by customers. Many of the customers were surprised that I B I S could produce high quality boxes with short setup time. Mr. M from Company M said, "Setup time is faster than I expected. Joint gap is accurate." Mr. Y from Company N said, "Setup time is so short that running cost could be lower."

The office of I S O W A was also shown to the customers. The customers were guided by their sales representatives and saw the whole company. The sales representatives walked through the company with the customer, but they did not explain much about each department. This was because each department introduced themselves to customers in their own words. For overseas customers, they did their departmental

introductions in English. (Not all of the staffs working in I SOWA are fluent in English. They practice English for the day when overseas customers visit I SOWA.)



Mr. M from Engineering Management Group

After the departmental introduction, all the members from Export Department (Overseas Sales Department) and some members of in-company English lesson joined customers for lunch at the meeting room. It was a different style lunch from traditional one. When customers visit I SOWA, the sales representative usually goes out for lunch with them. Lunch at the meeting room came from the idea that customers could get to know I SOWA better if there was an opportunity to talk to other members as well as the sales representative. It was like a house party.



Open House 2010 was successfully closed on December 10, 2010 with a lot of positive feedback from the customers. Though the main feature was the demonstration of a brand-new machine fixed type I B I S, there were more challenges in order that I SOWA introduced not only their machine but also their company itself to customers. What is the best thing for I SOWA is that customers become fans of the company who love both the machine and the company. Open House 2010 was a first step toward making I SOWA fans. Please keep your eyes on I SOWA's next step as a machine manufacturer and your trusted business partner.