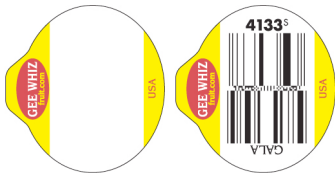




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SINCLAIR SYSTEMS LAUNCHES VARIABLE PRINT SYSTEM

Fresno, CA, January 21, 2011 - Sinclair VPS is now commercially available and expected to re-shape the future of produce labeling. This variable print system is geared to packer/shippers looking to reduce inventory costs by stocking fewer multiple label designs, replacing them with a common ---'blank' label--- whereby variable data is printed onto the label during application. The system prints DataBar codes, PLUs, lot numbers, brand--- any combination of images or data that uniquely identifies attributes associated with loose fruit.



Example of a VPS label 'blank' and a printed label, printed on the sizer.

Sinclair VPS has been operational on an 8-lane apple line at Auvil Fruit in Orondo, WA since late September. Plant Operations Manager Walt Hough explains, "We've seen a real, tangible difference with the VPS truly minimizing downtime and changeovers. This is an operational advantage in packing multiple varieties, like we do. We've also been able to consolidate 14 different PLUs down to one common label so we're managing ---and reducing--- our label inventory more effectively. Overall, the system works great."

Sinclair VPS is used in conjunction with Sinclair's proven RM6 technology and Sinclair's food safe micro-thin polyethylene labels. Senior Vice President of Sales and Marketing, Rick Goddard explains, "This truly 'disruptive technology' is the level of innovation and quality the industry has come to expect from Sinclair." Lasering directly onto the label eliminates the need for consumables such as print cartridges or ribbons--- and the print image is clean and sharp. "Of course this state-of-the-art system is supported by our global team of technical service experts," Goddard adds.

The true, tangible benefits of Sinclair VPS are the savings from reducing multiple label inventories and improved flexibility in the packinghouse. The ability to manage and stock fewer label designs is potentially a huge benefit to packer/shippers.

Sinclair manufactures micro thin polyethylene produce labels that are food-safe and FDA and EU compliant. The unique Sinclair Tab-Lift™ feature allows fruit labels to be removed quickly and easily--- and all in one piece.

For more information contact Kelly L. Kirschner, Global Marketing Director.