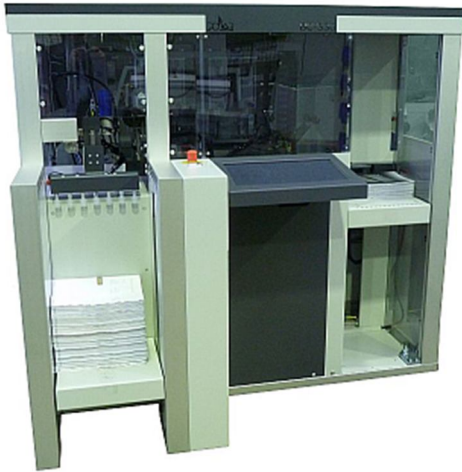


Hofheim, February 20th 2013

Successful debut of the POLAR 3-Side Trimmer BC 330 on Hunkeler Innovationdays

POLAR benefits from the positive mood at Hunkeler Innovationdays and was able to sell the first 3-Side Trimmers BC 330.



POLAR 3-Side Trimmer BC 330

The extension of POLAR's product portfolio was welcome by customers. Concerning high speed cutters POLAR stands for utmost cutting accuracy following this trend now with the 3-Side Trimmer when it comes to book body production. Thanks to its sturdy construction the BC 330 provides excellent cutting results.

The large plexiglas screens give the operator a very good insight into the automated cutter. Therefore it is always possible to follow the processes within the machine. In case of a format change, the operator enters all relevant data on a data entry screen and the cutting program is then generated automatically. When equipped with a bar code reader no programming is needed by the operator. With the help of the bar code the correct cutting program is chosen automatically and the BC 330 adapts itself within seconds to the corresponding format.

The Hunkeler Innovationdays have shown the digital print sector is a very exciting and first of all a growing market. Thanks to the extension of its product portfolio, POLAR is well presented in this sector and with additional distribution channels sending out clear signals in this direction.

Information on POLAR

An independent family business, POLAR develops efficient solutions in the post-press branch and positions itself as a global, forward-looking technology company. The range of products includes components and systems for networking and automating various processes from loading, via jogging, cutting and die-cutting right through to unloading and banding. We have been producing cutting machines that are perfect for Print-on-Demand markets working with formats up to 46 x 64 cm under the MOHR brand since 2012. Another member of the POLAR Mohr group is Dienst Verpackungstechnik GmbH, a business producing components and systems for the automatic packaging of goods, primarily in the food industry.

Further information and images are available online at www.polar-mohr.com

POLAR-Mohr Maschinenvertriebsgesellschaft GmbH & Co. KG

PR & Communication: Doris Lehmann, Phone: +49 (0) 61 92 204-169, E-mail: doris.lehmann@polar-mohr.com

Product Management: Matthias Langer, Phone: +49 (0) 61 92 204-226, E-mail: matthias.langer@polar-mohr.com