



APEX DIE CORPORATION

840 Cherry Lane
San Carlos, California 94070
Phone (850) 592-8350
Fax (850) 592-5315

May 22, 2002

Mr. Mark Bibb
Sales Manager
Gerber Innovations
151 Batson Drive
Manchester, CT 06040

Dear Mark:

I'm not usually one to write a letter of thanks to a supplier, but I had to make an exception in this case to express my appreciation for the great job you've done with the Gerber Profile.

We installed the machine as part of an internal consolidation effort, during which we automated our die shop with an automatic rule bender and the Profile. Since the completion of our merger in early September 2001, our die production department has switched over completely to the Gerber Profile. And we're already seeing huge returns in terms of cost savings, increased productivity and profitability, and time savings. We've reduced our die room staff, decreased overtime, minimized die alterations, alleviated our diemaking logjams, and significantly cut makeready and press downtime. So we're enjoying a very rapid return on investment. But here's the best part: dies that once required thirty hours to manufacture, we can now produce in six... and to much higher tolerances. The difference is amazing.

As you know, Apex Die is a mid-size trade finisher for the commercial printing industry, although we have a substantial number of folding carton and industrial/hi-tech customers, as well. With the printing industry now fully digital, having the latest in CAD/CAM die production technology via the Gerber Profile has increased our competitive edge tremendously. We can exchange files electronically with our customers, produce samples and then generate dies that run perfectly. Our customers definitely see the difference in the final product and really appreciate it. Plus, in a market that is increasingly price-sensitive, especially in California where the economy is very slow, we have the speed and accuracy to generate high quality dies much more quickly than a lot of other print finishing companies.

In addition to these great benefits, one of the things that has impressed me most about the Gerber Profile is the integrity of the company behind it. First of all, you don't over-sell the equipment's capabilities. The Profile does exactly what you promised it will. That's very refreshing!

Second, Gerber Innovations is really on top of things. Everyone we've dealt with, from the purchase contract to installation and technical support, has been very responsive. I have absolutely nothing negative to say about the equipment or the company. I'm always very positive whenever anyone asks me my opinion. I've received at least fifteen calls in the six months the Profile has been in operation here from people interested in learning more about the system. And I've told every person who has called, "If you can afford to buy it, you can't afford not to." It's that simple.

At Apex Die, we've suddenly become totally dependent on the Profile. It's like the fax machine. Businesses survived without the technology for how many years? Now that we have the Profile, we definitely can't live without it!

Cordially,

A handwritten signature in blue ink, appearing to read "Kevin Cullen", written over a white background.

Kevin Cullen
Vice President of Manufacturing