



## Armstrong Packaging

Packaging Solutions Since 1975

November 8, 2002

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

Dear Mark:

I'm a firm believer in giving credit where credit is due... which is why I'm writing this letter to tell you how impressed Armstrong Packaging is with Gerber Innovations and the Gerber Profile.

As you know, our company president, Lewis Armstrong, purchased the Profile demonstration unit he saw at the 2000 IADD show in Nashville – writing a check for it on the spot after hearing two existing customers rave about its performance and production efficiencies. Since he attended the show with the intention of selecting a laser diemaking system, this represented quite a departure from his original plan. However, he's had no reason to regret his purchase decision. In fact, the Profile has impacted Armstrong more positively than any other single equipment investment we've made in the last few years.

Several facets of our business, most obviously the die shop and CAD room, have enjoyed the benefits of lower costs, time savings, dependability and increased productivity as a result of installing the Profile. But the greatest advantage, by far, is the machine's versatility... it's ability to generate accurate dieboards, stripping boards, counter plates and embossing dies. Although we're not currently using it for the latter two applications, it's important for us to know that we can pursue either capability any time we choose. Lewis ascribes to a philosophy of self sufficiency to retain control of the process and better serve customers, which in Armstrong's case, include cosmetic, pharmaceutical, candle, hardware and parts, and perfume companies. Now that we have the Gerber Profile, we do everything in-house – with the exception of film.

Prior to taking delivery of the Profile in October 2000, we either sent our dies out for laser burning or jugged them on-site. Monthly outsourcing costs averaged between \$2000 and \$3000, although it was not unusual to see them climb as high as \$4000 or \$5000. And our jugging operation just could not respond to volume and quality requirements after our primary diemaker left the company. As a mid-size folding carton converter with a lot of short runs, we generally produce two or three dies a day. But we were finding it difficult to handle that amount even though we were outsourcing the most complex dies, and had two people in die shop and two in the CAD room. The Profile, on the other hand, does an excellent job of maintaining that volume level with only one person in the die shop and one in the CAD room. And it has cut our job set-up time by at least half. Preparing a file for outsourcing required as much as 90 minutes to two hours; now it takes about 10 minutes. That's an incredible improvement. Plus, once it's set up and routing, we're free to work on other jobs.

When you add the benefits up – and I can't begin to list all of them in this letter – the Gerber Profile offers incredible value for the money. It's an awesome piece of equipment.

I am passionate about the machine and its performance, I have no words to describe how I feel about the technical support behind it. Gerber Innovations has been more than responsive in answering our needs whenever we had a technical issue or question. I cannot say enough about the quality of service we've received or the system itself. The Gerber Profile has more than exceeded our expectations.

With kind regards,

Bill Armstrong  
Plant Manager

**Kaufman**  
P.O. Box 203 Kaufman, Texas 75142  
Voice: 800.366.0488  
Fax: 972.932.4612



**San Antonio**  
1303 Rilling Road San Antonio, Texas 78214  
Voice: 210.922.6900  
Fax: 210.922.9202

E-mail: [info@foldingcarton.com](mailto:info@foldingcarton.com)  
Web page: [www.armstrongpackaging.com](http://www.armstrongpackaging.com)