

RELIANCE

STEEL RULE DIES INC.

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

Dear Mark:

Most people only write to a company when they have something to complain about. I'm writing to let you know that I have absolutely nothing to complain about.

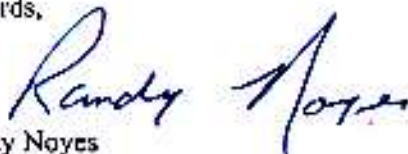
Your Gerber Profile is one of the best things that's happened to my company. As a steel rule diemaker servicing the display/point-of-purchase and folding carton industries, I've dealt with the downsides of jiggging dies since 1994 when I established Reliance Steel Rule Dies. Having come from the laser side of the diemaking business, I was very familiar with the expense associated with burning dies and therefore built my business around jiggged dies... since that was the only other production option available at the time.

As you know, however, jiggging is a time-intensive process. Still, I was relatively satisfied with our results until one of my suppliers mentioned that a friend of mine, Peter Jannetta, at Die/Tech Steel Rule Dies, Ltd., had just installed a Profile. And while I was not in the market for new technology at the time, I was intrigued with the system's price tag - about a third of the cost of a laser system - and ability to compete quite effectively with laser technology... which I found very appealing. So I decided to find out more about it. I purchased the Gerber Profile 408, and have since switched 99.9 percent of my jobs to your machine. The only time I use the jig saw now is if the Profile is already processing a large or multi-up order and we get a request for a small one-up die.

Today, my shop is clearly more efficient; productivity has increased substantially. We've maintained the same work volume, about 200 jobs per week since installing the Profile, yet eliminated all overtime. And this is just one of the many benefits the system brings to a small shop like mine. Our dies are notably more accurate because of the Gerber Profile's computer intelligence. Plus, the system is easy to use, and it's versatile. It can process complete die tool sets. I've used the system for dies and strippers, and plan to try counter plates soon. I've also used the Profile to expand my business. I've cut plastics for some of my larger customers' POP displays, and that's a capability I never had before. I've used it for custom woodworking, as well.

Things have been great with the Profile. There is nothing I would change about the system. I'm happy with it, and I would absolutely recommend it to anyone who might be thinking about buying one. Just give me the telephone number!

Regards,



Randy Noyes
Owner