

Second generation of industry-leading labeler is unveiled by Smyth Companies/Red Rock Technologies

ST. PAUL, MN - October 9, 2008 /For immediate release/-- Smyth Companies' subsidiary Red Rock Technologies has unveiled the next generation of the company's Red Rock labeler. The new machine, called the Red Rock G2, is based on the very successful design of the original Red Rock label applicator. Known as the "world's fastest carton labeler," the Red Rock's primary function is the application of promotional labels to the interior and exterior of carton packaging, like beer, soda, and breakfast cereal cartons. The machine is retrofitted to carton manufacturing lines and integrates to the extent that the labeling operation has minimal or zero impact on carton production. The G2 incorporates all of the features of the original Red Rock, and adds a touch-screen operator interface, production statistics reporting, self-diagnostics, and a smaller machine footprint.

The G2 has been in development for two years, and has recently finished line trials and other testing by both Red Rock engineers and users of first generation machinery. In these trials, G2 performed beyond design benchmarks and was deemed ready for general implementation.

"We are very pleased with the way the G2 performed in the testing phase and excited to unveil it and make it available on a general level," said Steve Ivens, Operations Manager of Red Rock Technologies. "Our clients loved the original, but they should be ecstatic when they get G2."

In addition to carton labeling, the Red Rock G2 can be used to apply labels at very high-speed to a variety of other packaging, including cans, plastic bottles and containers, flexible packaging, and jars. And the machine is not limited to packaging. Web printers can utilize the G2 to apply labels, samples, and other promotional items to their printed products like brochures, mailers, and inserts. "This is an extremely versatile and capable machine, and it can add value to our clients' product offering," said John Hickey, CEO of Smyth and an instrumental figure in the development of the Red Rock machinery. "Carton and other packaging manufacturers as well as web printers can differentiate themselves to a great degree by making promotional labeling an addition to their product offering, and the Red Rock G2 makes it extremely easy to do this."

In addition to the Red Rock line of equipment, Red Rock Technologies represents and makes available labeling equipment from industry leaders like Label-aire, Collamat, and CTM. The company also provides full-service technical support and project consultation services.

Smyth is one of the largest label producers in the U.S. The company's products include primary package labels; P.O.P. displays; in-pack and on-pack promotional labels and application equipment. The company has headquarters in St. Paul, Minnesota, and operates seven production facilities located in Minnesota, Virginia, and Colorado. Smyth employs approximately 380 people

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