

Sanden Machine and RDP Marathon announce strategic alliance

October 1, 2010 – **Sanden Machine Limited** of Cambridge, Ontario and **RDP Marathon Inc.** of Laval (Montreal), Quebec announced today the formation of a strategic alliance to serve the commercial, forms, direct mail, labels, and packaging markets in Canada, USA, and Mexico. The **Sanden-Marathon** alliance will combine the long and proven manufacturing history of Sanden with RDP's solid engineering and technical depth.

“With the growing trend for digital and paperless in traditional markets, and new substrates emerging in packaging, the whole industry has an opportunity to reinvent itself. This alliance accomplishes this and positions us to service the present and future needs of our customers,” said Rosalee Sanden-Munch, President & CEO, **Sanden Machine Limited**.

“Together we are well poised to draw on over 70 years of combined web press expertise and continue to provide a reliable, durable and precision product, while being able to respond to the business and technical challenges of an evolving market,” added Eric Short, President and CEO, **RDP Marathon Inc.**

Sanden-Marathon will commence immediately to jointly market and support presses for the industry, as well as introduce innovative products to the NAFTA market.

Concurrent with this announcement **Sanden-Marathon** has also entered into an agreement with **Edelmann Graphics GmbH**, Beerfelden, Germany, to be the exclusive value-added distributor of the STAR-Print (Sleeve Technology Advanced Rotation) press for the NAFTA packaging and label markets.

“This agreement with **Sanden-Marathon** allows us to move into the North American packaging market with a partner who has, through their wide customer base and strong technical foundation, the ability to understand and deliver to the customer's needs”, said Julius Friedrich, Managing Director, **Edelmann Graphics GmbH**.

Recently launched in Europe, the STAR-Print press offers “open platform” architecture with towers that accept carbon fiber sleeve inserts for offset, flexo, gravure and screen printing. This “second generation” sleeve technology, as well as ensuring a faster make-ready, provides a much higher dot reproduction, a requirement for high-end package printing.

PR Contact:
Pierre Viau
613 692-0148
pierre@viau.ca

Sanden-Marathon
www.sanden-marathon.com
Rosalee.Munch@sanden-marathon.com
Eric.Short@sanden-marathon.com