

PRESS RELEASE

Neopost USA Addressing Group Partners With Astro Machine Corporation To Introduce The World's First Full Color, Low Investment, Mail Printer Featuring Memjet™ Technology

Oaks, PA (10/1/10) – The Neopost USA Addressing Group announces the introduction of the RENA Mach 5 Color Mail Printer. RENA is a Neopost USA brand known for leadership in direct mail technology. This new inkjet printer is designed to print envelopes, postcards, mailers & more in true digital full process color. The new RENA Mach 5 offers breakthrough performance powered by Memjet™ technology. This unprecedented technology is capable of high throughput speed previously only available from more complex and costly equipment while producing brilliant 1600 dots per inch print quality.

“The RENA Mach 5 Color Mail Printer separates itself from competitive solutions with an intriguing value proposition. Three times the speed and one-third the per-page print costs of alternative toner-based print systems with wider media flexibility,” said Alain Fairise, Senior Vice President of Marketing at Neopost USA. The RENA Mach 5’s advanced design and media flexibility allow it to print at high speed on folded stock and inserted envelopes because of its thermal inkjet technology which doesn’t require heat or contact to create an image.

Key Features:

Full Color – CMYK process color with digital color profiles.

High Throughput Speed – Letter-size documents at 3,600 per hour, #10 Envelopes or Postcards at 9,000 per hour (full color, variable data, full coverage).

Coated Stock Performance – Special ink formulations print on coated paper stock and dries fast (instantly on regular paper).

Borderless Printing – The wide print area allows the RENA Mach 5 to print full pages edge to edge (full bleed) on media up to 8.5” wide.

New Technology – Memjet™ technology is a totally new thermal inkjet technology developed over the last ten years and backed by thousands of patents.

High Capacity Ink Tanks – 250 ml bulk ink tanks keep print costs lower and production runs longer.



Integrated Maintenance – Fully automated printhead cleaning, purging and storage station that ensures optimum print quality throughout the job run.

Engineered in partnership with Astro Machine Corp., the RENA Mach 5 Color Mail Printer is now available for purchase with the first production models shipping in December 2010. Pricing is positioned below comparable toner-based print systems. It is available via the Neopost USA and RENA Systems national network of equipment dealers.

About Neopost USA

Neopost USA is a wholly-owned subsidiary of Neopost S.A., the fastest-growing worldwide provider of mailing and shipping solutions. With its two flagship brands of Neopost and Hasler, it partners with customers to help them achieve higher levels of efficiency, control and value in their mailing operations. Neopost USA is known for its broad line of mailing and shipping systems and mail support equipment, such as mailing machines, postage meters, folder/inserters, address printers, tabbers, mail sorting and tracking systems and mail center management tools. Its equipment and systems are supported by a combination of direct sales and a network of independent dealers providing sales, supplies and service to their customers. For more information on Neopost USA, visit www.neopostinc.com

About Rena

RENA & RENA Systems are Neopost USA brands. The RENA Brand is managed by the Neopost USA Addressing group based in Oaks, PA. RENA is a recognized leader in high quality envelope imaging systems and mailroom automation products. RENA products are sold via a nationwide network of more than 200 independent business equipment dealers. The Rena product line—renowned for its high quality performance and durability—includes inkjet addressing and barcode printers, labelers, tabbers and conveyor-stackers and mail management software.

About Astro Machine Corp.

Astro Machine Corp., headquartered in Elk Grove, IL is a leading manufacturer of high-quality inkjet printers, tabbers, and labelers serving the mailing and printing industry. For more information, visit the company's website at www.astromachine.com.

About Memjet Labels, Inc.

Memjet Labels, Inc., headquartered in San Diego, CA is the exclusive supplier of Memjet print technologies, including printheads, inks, driver chips, software, and reference designs for the industrial printing market. For more information, visit the company's website at www.memjetlabels.com.

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