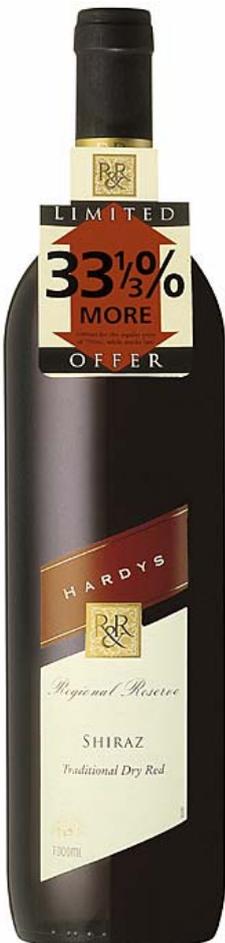


REELTEK

PROTAG PRESS RELEASE



PROTAG™, an innovative automatic roll-fed neck-tag application system, has just been patented & launched internationally as an alternative to conventional promotional neck-tags. Custom designed as an integrated tag & applicator 'solution', and using a unique liner-less system, the concept has been developed by Sydney-based *Reeltek Systems International Pty Ltd* (a division of the Impresstik group).

PROTAG™ offers a more efficient and cost-effective alternative to conventional hand-applied neck-tags, and to the currently available 'dry-peel' alternatives - which use standard pressure-sensitive label applicators, involve backing-paper waste, and are notoriously difficult to apply accurately & efficiently.

The PROTAG™ applicator can be easily installed as a free-standing unit into production lines, and is equipped with a 'feed-screw' for accurate product handling & neck-tag placement. Machines are available for purchase, lease, or rental where required. Already widely utilised by key wine producers in Australia, the concept offers enormous potential for on-pack promotional applications on bottled products in a wide number of industries world-wide.

Reeltek Systems is currently appointing international licensees to locally manufacture 'Protags', and to market the complete system – including application machines. The first licensee, Canadian-based Tapp Technologies, has already been appointed to exclusively market the system to the wine & alcoholic beverage industries throughout the U.S.A. & Canada. Reeltek & Impresstik Systems will be exhibiting at Labelexo Americas in Chicago, with each division seeking to recruit licensees & agents to market both PROTAG™ and Impresstik's range of p/s label applicators to all other industries (and in other countries).

PROTAG to the Test – BRL Hardy Case Story:

The BRL Hardy Wine Company, one of the firsts to use the PROTAG™ system in Australia, required a promotional neck-tag for a 1.2 million run on its 'R&R' brand. The PROTAG™ draws attention to a special promotional product - containing 33.3% extra wine in an elongated claret bottle (for the regular 750ml price).

In this case, the Protag applicator was programmed to automatically tag every-other promotional bottle on the conveyer – as per BRL Hardy's requirements. The end result, and the advantages seen from using the PROTAG™ system, are summarised below by Denys Hornabrook, Senior Brand Manager:

BRL Hardy Comment:

"This new automated neck tag application concept was a breath of fresh air. We have tried different systems over time, but continue to hand apply our neck tags, incurring increased labour costs and sacrificing machine-line speed.

Impressed by Reeltek's claimed capabilities and costs, we decided to put 'Protag' to the test. From the initial presentation to machine supply, Reeltek had just 8 weeks (including the Christmas break) to meet our installation deadline. In addition, they printed and supplied over 700,000 neck tags on continuous rolls.

Given the machine's application speed, and the fact that no time was lost on roll-changing (and no sticky backing paper to discard), 'Protag' was not only efficient to run but presented us with significant savings. Also of importance to me (being a Marketer), the neck tags sat surprisingly well on the bottle and didn't move around or fall off. Our experience in using the new 'Protag' system was excellent".

Denys Hornabrook - Senior Marketing Brand Manager, BRL Hardy Wine Company

For further information regarding the PROTAG™ system, including licensing opportunities, please contact Keith Fowler at *Reeltek Systems International Pty Ltd* in Sydney Australia on: **+61 (0)2 9701 2206**,

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