

# **NEWS ...NEWS...NEWS...**

**FOR IMMEDIATE RELEASE**  
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**FOR MORE INFORMATION CONTACT:**  
Sue McGraw 800.527.8626/ 610.253.6206

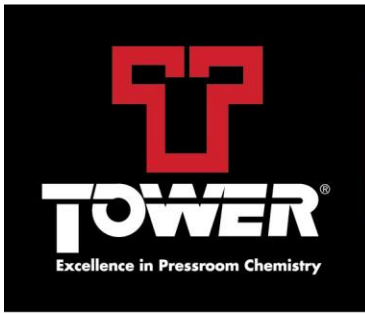
## **TOWER PRODUCTS AND WIFAC BV JOIN FORCES TO CREATE JOINT VENTURE TOWER PRODUCTS EUROPE BV**

(Easton, PA) Tower Products, Inc., a leading manufacturer of environmentally sensitive pressroom chemistry and Wifac BV, a premier distributor of graphic arts products in Europe have established a joint venture to manufacture and distribute Tower brand chemistry in the EMEA region. The new company, Tower Products Europe BV will be based in The Netherlands.

“This is a logical expansion of our global business model;” commented Rick Principato the President and Owner of Tower Products. “Tower Products Europe gives us the opportunity to create value for printers with our unique line of Millennium brand founts and Wifac, as our partner, gives us the muscle to deliver this technology to the market.”

Marcel Otto, CEO/Owner of Wifac, stated that the goal of the Joint Venture is to bring two great companies together as a manufacturing entity to produce and delivery premium pressroom product technology to customers throughout the EMEA region. “We have already seen how well these products work, especially the fount technology and have converted many printers with outstanding results.”

“Tower Products Europe is a unique entity that will enable us to grow pressroom chemical business with technology products that actually enhance the printers ability to produce a better quality end product, be it on paper, plastic or packaging board;” according to Ivan Kraaijenvanger, who has been appointed as Managing Director of the new company.



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**Tower Products Europe BV will produce both offset and flexographic products for the EMEA market in The Netherlands enabling customers easy access to these pressroom technology products.**

**For more information about Tower Products Europe BV please contact Karen Helling at +31 297 28 96 91 or Sue McGraw at 610.253-6206 in the USA.**

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