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**Conflex Incorporated discovers that “fusing” of equipment lines creates a new generation of machine capabilities.**

**Milwaukee, WI (November 01, 2004)** – Conflex Incorporated has added to its AdvantEdge® side seal shrink wrapper line with the AdvantEdge® “Rotary”. The new platform combines the high tech servo capabilities exhibited in the standard AdvantEdge® line with the high speeds typically associated with lap seal equipment. This allows Conflex to offer the great flexibility of side seal equipment and ultra high speeds in one machine platform. “We have found that the strengths typically associated with one piece of equipment are “fusing” with the assistance of new technology and creating “super” machines that merge all these strengths into one machine” says Mark Kubisiak, Director of mechanical engineering at Conflex.

The AdvantEdge®, “Rotary” is utilizing the state of the art GE Fanuc, QuickPanel™ for its controls package. The bright color PC based touch screen uses the Windows® CE operating system and is very user friendly. Connectivity is made easy with a family of Ethernet and Field bus interfaces. Data collection, trending, security, alarms, multi-languages are just some of the features available with this new technology.

The new AdvantEdge, Rotary Side Seal Shrink Wrapper will be unveiled at the upcoming Pack Expo International 2004 in Chicago, IL on November 7, 2004.

Known for speed, efficiency and reliability, Conflex has offered precision-engineered shrink packaging equipment for the last 16 years. Conflex shrink packaging equipment includes an extensive selection of automatic L-sealers and a full line of form/fill/seal equipment. Keeping its equipment designs simple and easy to maintain, Conflex equipment includes the E-series automatic L-bar sealers, the CW-160 series of horizontal form/fill/seal wrappers, the Servo-Flex 160 reciprocating head form/fill/seal wrapper, and the AdvantEdge™ 160 side seal shrink wrapper.

***About Conflex Inc.***

Milwaukee, Wis.-based Conflex Inc. was established in 1988 and quickly became one of the largest suppliers of automatic L-bar sealers in the United States. Over the past sixteen years, Conflex has expanded its product line to include high-speed form/fill/seal equipment that is simple in design and easy to maintain. Conflex shrink packaging equipment is distributed exclusively through Sealed Air Corporation’s Shrink Packaging Division. For more information visit the Conflex web site at [www.conflex.com](http://www.conflex.com).

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