

## FOR IMMEDIATE RELEASE

### **New press order to France adds up to 50 printing units sold in 12 months**

WOODRIDGE, ILLINOIS, USA — August 19th, 2013 — The sale of two 4-high towers and a H50 folder to La Societe Cherbourgeoise d’Editions in Cherbourg France, completes a first year of operation that has well exceeded expectations.

In autumn 2012 Tensor moved its operation to a new building better scaled for the volume of presses the market will demand in future. Seven press orders, a total of 50 printing units and 5 folders, clearly meant a challenge to the assembly team that had to get the new assembly area ready in a short time. With five of seven press orders out of the door, four installed and in production, one can conclude that the Tensor production department is well organized and capable for the future.

While the trend for press manufacturers in this press segment has been to move or merge its operations to India or China, with obvious cost reduction as a result. Tensor has decided to do the opposite, keep its base in Chicago and establish a part and service unit in Europe. “Our focus is to differentiate the Tensor product more compared to the competition. Quality and durability has always been the signature of the Tensor product, with the closer R&D cooperation with sister company DCOS we are improving the overall print solution. We will never be able to offer the lowest sale price, but we shall offer the best ROI to our customer over 5, 10 and 20 years” says Mattias Andersson, Tensor’s CEO.

“The way our customers’ production situation and needs develop, the keys for a successful investment is; print quality, manning, uptime and waste levels. We think we are in a leading position in these aspects”, Mattias Andersson continues.

La Societe Cherbourgeoise d’Editions who is a repeat customer of Tensor, added three Tensor T400 4-high printing towers onto their existing Solna press in 2010. This new order includes two more 4-high towers and one H50 folder. The addition will be highly automated to match the existing equipment. La Societe Cherbourgeoise d’Editions, publisher of the daily paper La Presse de la Manche, will get a capacity of 64 pages with increased 4-color capacity to 48 pages.

The press will be installed in Cherbourg beginning of 2014.

To discover more about Tensor’s recent developments and product information, visit [www.ustensor.com](http://www.ustensor.com).

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**About La Presse de la Manche**

La Presse de la Manche daily is a branch of “Groupe SIPA Ouest-France”, a multi-media company with 5 daily and 65 weekly titles, averaging distribution of 1.1 million copies per day. In addition, Ouest-France’s various branches print a large number of weekly free news tabloids. The online edition of the paper can be found at [www.lapressedelamanche.fr](http://www.lapressedelamanche.fr).

**About AH Tensor International LLC**

Tensor International was created in early 2012 by combining the synergy and design innovation knowledge of key former employees of Tensor Group with DCOS, a premier innovator and major printing industry automation supplier. This combination of strengths makes Tensor International unique in the single-wide, single-round press market and allows the company to offer press packages that provide outstanding ROI and reliability throughout the expected life cycle of the press.

Tensor’s semi-commercial, insert and newspaper press equipment is valued worldwide for incomparable durability, quality and user-friendliness. Tensor manufactures its single-width press equipment and related parts exclusively in the United States and retains a worldwide network of dealers to support its sales, service and marketing efforts.

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