

### NEW LOCATION ...

In order to better serve our clients, Optimation has relocated the Media Conveyance Facility (MCF) from its location in Eastman Business Park, to new space at 1600 Lexington Ave. adjacent to our fabrication shops and construction offices. This completes our goal of merging all of our Rochester based operations into one. Our corporate headquarters remains in Rush, NY.

### NEW BENEFITS TO YOU...

Our relocation was planned with our clients in mind.

*Here's what you can expect from our new lab:*

**EASY ACCESS** - no more turnstiles and security requirements to visit

**LARGER ROOMS, BETTER MEETING FACILITIES** - for an enhanced media conveyance research environment

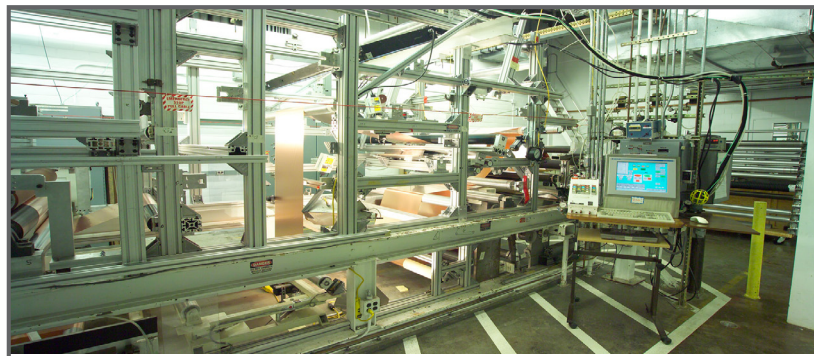
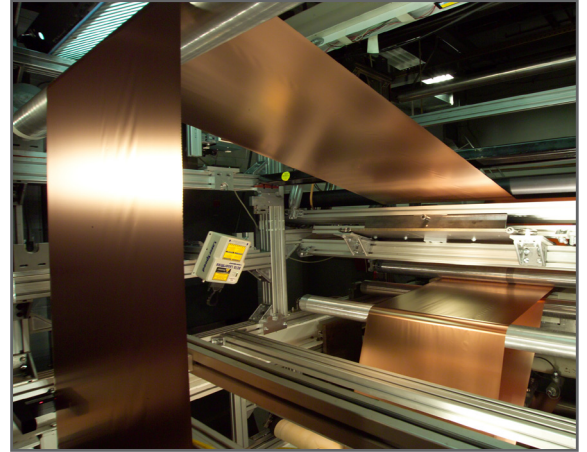
**NEWLY TUNED MACHINES, ENHANCED MACHINE CAPABILITIES** - TWR drive upgrades to enable higher winding and conveyance tensions, broader width range and wiggle winding and Laminator HMI upgrades to enable increased operational versatility

**WALK-UP OFFICE SPACES FOR CLIENTS** - with open desks, phones and internet access, you'll can conduct business privately on site whenever you need to

**BETTER LAYOUT OF LAB, IMPROVED MATERIAL FLOW** - making it easier to work alongside our conveyance specialists in the lab during training courses and project research

**STREAMLINED PROJECT RESULTS** - clients will be able to work with the MCF on research and development of processes, into design, engineering, building and implementation of those processes. We provide concept to completion under one roof.

**MORE TRAINING SPACE** - Optimation also plans to offer more training courses, with expanded class sizes, spacious lab layout and larger classrooms for a better training experience



### Gain From the Following Services:

- track off studies at elevated temperature on continuous webs
- nip roller system studies to improve web handling characteristics
- roller traction and wrinkling studies to enable reliable conveyance
- application and development of web handling characterization tools
- winding product and process studies to verify and leverage predictive models
- web line control studies to achieve quality and speed objectives