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## **Conflex Brings Side Seal Technology to the Entry Level Market**

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Twenty years ago Conflex revolutionized the shrink wrap industry with a product called the automatic L Bar Sealer. This machine was modernizing because it allowed the manual L Bar User the ability to cut labor costs while doubling or tripling their speeds. Over the last 20 years automatic L Bar sealers have become the industry standard for entry level shrink wrapping with literally thousands in use today. However, the automatic L Bar productivity has peaked and the technology has reached maturity. Recognizing this plateau in the entry level market, Conflex has introduced **the Fusion Side Sealer**.

Reacting quickly to changing customer needs and the increasing costs associated with manufacturing, Conflex created the Fusion Side Sealer to re-energize this entry level market. Side Sealing is more desirable than L Bar sealing to the user because it offers more flexibility and speed while showing consumable savings by minimizing waste. The name Fusion comes from the machines ability to fuse the benefits of side seal technology into an affordable intuitive design. Aimed at the entry level user, but built for 24/7 uptime, the Fusion offers one of the best values in the shrink wrapping industry. The Fusion is built to accept to accept a large product range. This is important for the entry level user who may not have a firm idea of what their needs will be in the coming years.

Just as the Conflex automatic L Bar Sealer revolutionized the entry level market 20 years ago, the Conflex Fusion will rejuvenate these users again. This time Conflex offers side seal technology to them with a ROI previously unheard of in an entry level machine. The Fusion is built for international markets; using graphical icons whenever possible and featuring multiple languages and metric conversions built into the programming. Conflex batch builds the Fusion machines to keep costs down and minimize lead times.

“The Conflex Fusion sets a new standard by bringing side seal technology to the entry level user. It embodies the same value that the Conflex automatic L Bar sealers brought to the industry 20 years ago but with increased speed and added flexibility” says Joe Morrissey, Conflex’ Product Manager. Conflex fully expects this leap in technology should bring more users into shrink wrapping the way automatic L Bars did 20 years ago.

### ***About Conflex Inc.***

Germantown, WI 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 twenty years, Conflex has expanded its product line to include high-speed form/fill/seal equipment that is simple in design, fast to changeover and easy to maintain. The company

has a reputation for taking on the custom applications many of their competition will not accept. Hence their tagline is; *Conflex...Flexible People Make Flexible Systems*. 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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