

FLEXCOAT EXPECTATIONS ARE MET WITH AVT'S HELIOS II DEFECT DETECTION SYSTEMS

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AVT's Helios II 100% Inspection Systems

Preferred By Flexcoat Over Competition

Hod-Hasharon, Israel, April 30, 2013 – Advanced Vision Technology (AVT), the world leader in print process control, quality assurance and color control for the packaging, labels, folding cartons and commercial print markets, announced that Flexcoat, a highly regarded, leading Brazilian label stock manufacturer has indicated that they have recently purchased two (2) AVT Helios II, 100% Inspection Systems that are now in full production and meeting their expectations.

Flexcoat, located in the city of Louveira, in São Paulo, Brazil, was introduced to AVT while attending international trade shows and events. Flexcoat contacted AVT, and were introduced to the Helios II 100% Inspection System by the AVT executives/team. Previously, some inspection system investments were made before, with no success, but it was the AVT Helios II that met their expectations. The family, which owns Flexcoat, stated: "Our expectation was to acquire an inspection system that maintained a high quality standard of products supplied to our customers as well as maintain efficiency in the production process. From the time of sale to the installation of the equipment, AVT stayed close to Flexcoat, even providing a technician to accompany us during the testing and approvals in Germany. AVT people in the commercial and technical areas, as well as senior management, understood our needs and expectations regarding the AVT Helios II 100% Inspection System and worked to meet them. We were very pleased with the professionalism of AVT's technical and engineering staff who upheld their responsibilities until all premises were consolidated."

In summary the family continued: "We are already using the equipment in production and we are pleased that our initial expectations have been met and surpassed. We are now aligning the functionality of the systems to the requirements of each customer and the production and quality assurance processes. We are very pleased because the systems are meeting not only our expectations, but those of our customers as well."

Flexcoat has modern coaters for laminated products for the self adhesive label converting industries that are specific to each customer's needs. Their markets include pharmaceutical, automotive, food, cosmetic and electronic. They work with several adhesive technologies including acrylic and hot melt adhesives (rubber). They offer front film and paper, polyester liners, as well as glazed and coated paper. Flexcoat is ISO 9001 certified by the Bureau Veritas Quality International (BVQI).

About AVT

Advanced Vision Technology (AVT) Ltd. is the world leader in print process control, quality assurance and color control for the packaging, labels, folding cartons and commercial print markets.

Today, more than 3,000 PrintVision systems for automatic inspection of packaging and labels converting are installed worldwide. Furthermore, as a premier supplier in the commercial sector, there are over 900 of AVT's ColorQuick/Clarios closed loop

color control systems installed around the world, along with over 3,300 installations of MicroColor/Mercury color management and reporting software and remote digital ink control systems.

AVT's products are sold to leading printing press suppliers, packaging, labels, commercial, semi-commercial, newspaper and specialty printers in the web printing markets, worldwide.

Advanced Vision Technology's headquarters are located in Hod-Hasharon, Israel with sales, marketing, and support offices in the United States, Europe and China.