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**Presence of Major Industrial Players at Printing South China / Sino-Label 08**

*The 15th Printing South China and "Sino-Label 08" have been recognized as the most reputable and sizable industrial exhibition of its kind in South China, scheduled from March 4-7, 2008 at China Import and Export Fair Pazhou Complex, Guangzhou, P.R.China.*

**/24-7PressRelease/** - HONG KONG, January 18, 2008 - Announced by the fair organizer, The 15th South China International Exhibition on Printing Industry (The 15th Printing South China) has received extensive support from the Chinese government and the printing industry. Administration of Press and Publication of Guangdong Province and Guangdong Provincial Publishing Group have joined hands with Adsale Exhibition Services Ltd and China Foreign Trade Centre (Group) to organize the 15th edition. Strong connections provided by the regional government and industrial leaders further propel the interactions among industry professionals, local and overseas suppliers at a one-stop trading platform.

The 15th Printing South China and its concurrent event, The China International Exhibition on Label Printing Technology (Sino-Label 08), have been recognized as the most reputable and sizable industrial exhibition of its kind in South China. Scheduled from March 4-7, 2008 at China Import and Export Fair Pazhou Complex, Guangzhou, PR China, the fairs break the past record that extend to four exhibition halls and gather 600 leading printing and label printing suppliers, exploring more opportunities among industrial players in local and overseas markets.

Several leading corporations have confirmed their participations. Beiren Group Corporation and Shanghai Electric Group will showcase their innovative equipments and technology at over 1,000 sqm area respectively. Visitors can also find both large corporations and new brands at a time, including Avery Dennison, Avery Dennison Printer Systems, Lintec, Labelmen, Taiyo, X-rite, Shenli Group, Pantone, Wan An, Haotian, Wutung, United Printing, Gold Fai, Epson, Polyte, Label Long, Webcon, King Label, Emerson, SPS, Han's Laser, Fuchushiko, DINGA, Dong Hang, Maintop, Juisun, Fei Bao, Hong Fu, Rui An Paper, Han Jiang, Dong Ke, Shan He, Hong Ming, De Jia, etc.

ETI CONVERTING will exhibit its flexo printing press coating and lamination machine for pressure sensitive materials and labels. Profit increase for label manufacturers through innovative solutions is ETI Converting's promise to its customers. ETI technology, the Cohesio machine, gives label printers ability to convert any face stock, pre-printed or not, into pressure sensitive material. Savings on purchase of raw materials for label manufacturers using the Cohesio averages 50%. It means 50% more profit for the manufacturers.

As one of the biggest self-adhesive label manufacturers in China, KING LABEL will exhibit its Battery Label Materials and fit-for-application solutions for every conceivable end-use market.

HAN'S LASER is the world's well known manufacturer of laser machining solutions for a wide range of industries, including electronics, communication, machinery, metals, package, leather, light industry, jewelry, glass, integrated circuit, cutting and welding, crafts, plastic models, medical, stage lighting, etc.

Another self-adhesive label specialist, Lecco (Zhongshan) produces over 100,000,000sq.meters of self-adhesive products per annum, that are dominated by self-adhesive paper and BOPP laminating films and combined with various release film liners, release papers and pressure sensitive adhesive, totally over 100 varieties of product. They are awarded ISO9001:2000 international quality management system certification and product complied with ROHS standard.

Other well-known exhibits include SPS REHMUS's SPS VITESSA XP Cylinder Screen Printing System, FUCHUSHIKO's Automatic Rigid(Set-up) Paper Box Line, LABEL LONG's Automatic Roll to Roll Silk Screen Printing Machine and 2-12 Colour Full Rotary Letterpress, LINTEC's Label Printing Machines, etc. Being the fairs' strategic partners, LINTEC and Labelmen will bring along their most advanced and comprehensive label equipments to the fairground.

Printing South China 2008 will feature a spectrum of equipments and technology specializing in Pre-press Equipment & Software, Offset Printing Equipment & Machinery, CTP Technologies & Equipment, Paper Converting Equipment / System,

Screen Printing, Digital Printing & Proofing System, Print Finishing Equipment & Services, Binding Equipment, Special Printing Equipment, Package Printing, Printing Materials & Accessories. Sino-Label will cover Label, Flexor & Gravure Printing Machinery, Bar Code Printer, RFID Label Machinery, Anti-counterfeit Technology, Label Security Solutions & Applications, Self-adhesive Materials, Testing Equipment and Accessories, etc.

The 15th Printing South China and Sino-Label 08 are held alongside The 15th Sino-Pack and The 12th China Drinktec. The fairs will extend to five exhibition halls with over 800 exhibitors' participation, and to attract 35,000 trade buyers to visit and join concurrent activities, setting as the most attention-grabbing print pack event of the year.

The 15th Printing South China / Sino-Label 08 are organized by Administration of Press and Publication of Guangdong Province, Guangdong Provincial Publishing Group, Adsale Exhibition Services Ltd and China Foreign Trade Centre (Group), hosted by China Foreign Trade Guangzhou Exhibition Corporation, co-organized by Service Center of Press & Publication of Guangdong, Guangdong Provincial Publishing & Printing Materials Co., Ltd, Label Printing Sub-Council, China Trade Association for Anti-Counterfeiting, Guangzhou Publishing and Printing Association and Guangdong Packaging Technology Association.

Visitor Online Pre-registration is available at [www.2456.com/printing](http://www.2456.com/printing) (Printing South China) or [www.2456.com/label](http://www.2456.com/label) (Sino-Label). Buyers are welcome to preview exhibits by visiting the newly launched Online Exhibition on the websites.

For more information, please contact Adsale Exhibition Services Ltd by Tel: (852) 2811 8897, Fax: (852) 2516 5024, E-mail: [pfp@adsale.com.hk](mailto:pfp@adsale.com.hk)

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About Adsale Exhibition Services Ltd

Established in 1978 in the same year when China formally adopted the open-door policy, Adsale will be celebrating this year our 30th Anniversary! Over these years, our businesses have been growing both in scope and scale. With the extensive support from our business associates and clients, Adsale has now become the major international trade media group in Asia Pacific region, dedicating to satisfying customers' needs in cost effective integrated marketing programs through exhibitions, trade magazines and online media in over 20 related industries for the China and Asian markets. Furthermore, Adsale is the first exhibition organizer in Asia to receive the ISO 9002 certification.