

# NEWS RELEASE

**Important News From: Weber, Inc**  
**10701 North Ambassador Drive**  
**Kansas City, MO 64153**  
**U.S.A.**

**Contact: Scott Scriven, President and CEO North America (816) 891-0072**

**FOR IMMEDIATE RELEASE**

## **Weber opens new North American Technology Center in Kansas City, MO**

Scott Scriven, President of Weber North America and Guenther Weber, owner of the fast-growing slicing technology company that bears his name, today opened the doors of the 40,000 square-foot North American Technology Center that has been under construction in Kansas City, MO for more than a year.

For Breidenbach, Germany-based Weber GmbH the new Technology Center in Platte County is the latest in a two-year series of worldwide facility investments that totals more than 12 million Euros.

"We are pleased to make this investment in improved service for our customers in America, Canada and Mexico," said Mr. Weber. "The support and partnership of North American meat and cheese processors during the last quarter-century has helped Weber become the world's leading manufacturer of slicing technology based on worldwide market share," he said.

The energy-efficient building, which has already been nominated for three separate national design awards, contains a wealth of features intended to minimize the environmental impact of the building and its occupants," says Scriven.

"From the four miles of radiant heat piping in our new floors, to the operable windows, abundance of natural lighting and the extensive landscaping we have installed, this building is intended to reflect our position as the technology leader in the industry of food processing machinery," offers Scriven.

According to Scriven, "Our Technology Center is the latest in a remarkable series of groundbreaking developments that Weber has initiated since coming to America ten years ago," said Scriven.

"Innovative engineering and unmatched concern for hygienic operation has made Weber the acknowledged leader in high-volume slicing systems," said Scriven. "We believe this investment in our new facility will benefit the entire industry, especially as it relates to hygienic operations and the teaching of proper sanitation procedures."

– more –

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The High Tech Company

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Scriven identifies a dramatically expanded training area within the new Technology Center as evidence of Weber's commitment to assist customers in the maintenance and sanitation of slicing equipment. "Within our WEBER U training area, we now have the space and resources to serve the hundreds of customer employees who rely on us for education. Our new Product Testing and Demonstration Room provides for hands-on training time that simulates actual conditions on their production room floors," says Scriven.

Guenther Weber also pointed with pride to the new Product Testing and Demonstration Room as the crown jewel of the new Technology Center. Measuring nearly 2,700 square feet, it is designed to provide enough space for the simultaneous operation of several Weber machines.

"We wanted to provide meat and cheese processors in America, Canada and Mexico with a conveniently located facility where they can view and test the world's best technology against real-world applications, like the challenges they face every day," Weber said. "Within our new facility processors can now test a variety of fully equipped Weber slicers on products they now produce, as well as on products they are considering adding to their offerings," he says.

Scriven expects that Weber's new demonstration area will prove to be an effective incubator for innovative products and presentations envisioned by creative meat and cheese producers. "Our customers and prospects routinely come to Weber with product ideas and ask, 'How can we do this on a Weber slicer?' Our new facility will help Weber customers bring new products to market more quickly by providing solutions to their 'how to' questions."

Scriven also cites significantly expanded inventory space as a building feature that will directly and immediately benefit Weber customers.

"With new products in the Weber pipeline and an ever-growing base of machinery installed in America, Canada and Mexico, it is more important than ever to be able to deliver original Weber equipment, product upgrades and replacement parts in a timely and cost-efficient manner. Our new facility, centrally located in the heart of America, helps Weber assure both availability and timely delivery," says Scriven.

"We are in the middle of an exciting year at Weber, as the opening of our new Technology Center coincides with both Weber's 10th anniversary in North America and the Silver Anniversary year for Weber GmbH," concludes Scriven.

Weber manufactures a complete line of high-tech slicing machinery, as well as a wide variety of skinners, derinders and ice machines. Founded in 1981, Weber operates three manufacturing facilities in Germany, including one at its Breidenbach headquarters.

The company's North American headquarters are now located at 10701 N. Ambassador Drive, Kansas City, MO. Midwest sales offices are located in Des Moines, IA and the Sheboygan, WI area. Inquiries can be directed to Weber at **1-800-505-9591** or [usasales@weberslicer.com](mailto:usasales@weberslicer.com).

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