

# NEWS RELEASE

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

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**FOR IMMEDIATE RELEASE**

## **New Weber Portion Designer helps create marketing and profit opportunities for processors.**

Processors and marketers of meats, poultry and cheeses can now work together to add more value to products by using the new Weber Portion Designer to create a limitless variety of presentation styles.

In demonstrations for 2007 IFFA attendees in Germany, Weber engineers illustrated the flexibility of the new Portion Designer by creating holiday presentations including Valentine hearts, Christmas trees, candy canes and snowmen. A video of two-lane presentation creation is available on the company's web site at [www.weberslicer.com](http://www.weberslicer.com).

Complex interwoven and overlapped multi-product presentations have also been created as standard programs that Weber can make available to users, accessible by Weber's convenient touch screen control. Multiple programs can be stored and changeovers are nearly instantaneous.

Anticipated markets for the creation and sales of new presentations include pre-made deli and party trays intended to be sold within larger retail grocery stores, price clubs, superstores and big box retailers.

The new Weber Portion Designer can be ordered as optional equipment on any new 600 or 900 Series Slicing System. It is also designed to work efficiently with all major lines of packaging machinery.

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, as well as the North American Technology Center and demonstration facility in Kansas City, MO.

The full array of new Weber machinery will be on display this October 24-27 at the World Wide Food Expo in Chicago's McCormick Place, Booth N2232 – North Hall.

Interested producers may contact the Weber, Inc sales office at **1-800-505-9591** or by email at [usasales@weberslicer.com](mailto:usasales@weberslicer.com).

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**weber**

The High Tech Company

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