



Allentown, PA
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Press Release

FlexLink and PSI Join Forces to Improve Laboratory Efficiency

Practical Systems, Inc. (PSI) and FlexLink's Health Care Business Unit, headed by Ken Lento, have signed an agreement to work together in an effort to bring better efficiency to optical labs with the use of conveyor systems. PSI's sales force will act as the sales arm for FlexLink by identifying labs that are interested in conveyor systems to improve their productivity. FlexLink will provide follow up and free system layouts to all interested labs. Optical lab customer's will continue to purchase systems direct from FlexLink and will be handled by the FlexLink Optical Team for project design and implementation.

"PSI is all about practical systems like conveyors. We are always looking for ways we can help our customers improve their processes. We don't just look at what consumables they are using but at their whole lab's process. Working with FlexLink will just add one more way we can help our customers be more profitable," says Al Bednar, Director of Technical Sales and Service for PSI.

"Partnering with PSI will only enhance our already strong presence in the optical lens manufacturing industry. We look forward to the growth that this new team approach will bring to both companies", adds Lento.

FlexLink is a leading production logistics supplier - providing material and information flow management solutions to assembly and manufacturing industries. Based in Göteborg, Sweden, FlexLink has 650 employees, operates 25 sales units and is represented in 60 countries. In 2006, group turnover was 173 MUSD

PSI is a manufacturer and distributor of quality optical machinery, supplies and services for wholesale and retail optical laboratories as well as retail optical dispensers. PSI has been serving the optical industry for over 36 years. Located in Odessa, Florida, it serves both the domestic and international markets.

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