News Release

9 Law Drive

Fairfield, NJ 07004

973.227.8080

turchette.com



**client:** **HERMA US Inc. / Norwalt**

**contact:** Christopher Dale

 Turchette Agency

 (973) 227-8080, ext. 116

 cdale@turchette.com

 Gavin Purvis

 HERMA US Inc.

 973-521-7254

 gavin.purvis@herma.com

 Keith Harman

 Norwalt Automation Group

 973-927-3200

 keith@norwalt.com

**HERMA US Inc. Partners with Norwalt Automation Group to Unveil Innovative Labeling Solutions at PackExpo**

***The newly developed 211RHC labeling cell features the world’s smallest fully integrated servo gripper and performs up to 25% faster than comparable semi-automatic machines.***

*Fairfield, NJ* – **HERMA**, a leading manufacturer of high-precision labeling machines, in collaboration with **Norwalt Automation Group**, an industry leader in automation systems integration, will debut their latest innovative labeling solution at **Pack Expo**,November 3-6 in Chicago. **At Booth W-16049**, the two companies will jointly showcase their **211RHC labeling cell.**

Designed with the pharmaceutical industry in mind, the 211RHC is a groundbreaking solution that addresses the unique challenges of labeling small, irregularly shaped, and non-stable products such as vials, pens, syringes, and cartridges. Traditionally, these products have been labeled using semi-automatic machines like HERMA’s 211 HC wrap-around labeler. However, the newly developed 211RHC significantly automates this process, enhancing both efficiency and precision, making it a pioneering solution for small-batch pharmaceutical labeling.

The HERMA 211RHC is the result of a successful collaboration between HERMA and Norwalt Automation Group, combining HERMA’s expertise in labeling technology with Norwalt’s advanced automation capabilities. This partnership exemplifies both companies’ commitment to innovation and excellence in pharmaceutical manufacturing.

"Partnering with HERMA on the development of the 211RHC has been an incredible journey,” said Mike Seitel, Charman of Norwalt Automation Group. “By combining HERMA’s exceptional labeling technology with Norwalt's automation expertise, we have created a solution that not only addresses the unique challenges of pharmaceutical labeling but also sets a new standard for efficiency and precision."

"We are thrilled to partner with Norwalt Automation Group and bring the 211RHC to market," said Gavin Purvis Director of Sales & Marketing at HERMA. "This machine represents a significant step forward in pharmaceutical labeling, offering an automated solution that delivers unmatched accuracy and efficiency. We look forward to demonstrating its capabilities at Pack Expo."

In addition to the 211RHC, HERMA will also be showcasing its HERMA 132 HC labeling machine and providing live demonstrations of both machines at their booth. Attendees will have the opportunity to witness firsthand how these state-of-the-art machines can streamline labeling processes and improve overall production efficiency.

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**About HERMA GmbH**

**HERMA GmbH** is a leading specialist in self-adhesive technology. The company’s comprehensive range of products spans the labeling production process to include labeling machinery, a variety of adhesive materials, and finished self-adhesive products.

HERMA’s flexible labeling machines are designed, developed, and built for integration into industrial processes, while its self-adhesive paper and film compounds are manufactured with unsurpassed precision. The company’s range of finished adhesive products includes labels for a broad set of industries, including healthcare and pharmaceuticals, automotive and electrical, chemicals, food, cosmetics and logistics. The company’s three divisions comprise nearly 1,000 personnel. For more information, call (973) 521-7254 or visit [www.herma.us](http://www.herma.us).

**About Norwalt Automation Group**

For more than five decades, Norwalt Automation Group has specialized in custom-built automation and line integration machinery for complex manufacturing applications. The company's engineers design, construct, validate and install premium production equipment for a wide array of sectors, including medical devices, life sciences, food & beverage, personal care, and household items. Norwalt Automation Group produces machinery meeting a broad range of functionalities – from packaging and product assembly and post-mold automation to modular automation cells and robotics systems. Many customers rely on Norwalt’s vision system experience enabling them to incorporate highly technical vision systems, both stand alone and integrated, to ensure accuracy in a wide range of applications.

Often, Norwalt's unique-to-customer solutions comprise intricate, low- to high-volume machinery and robotics designed from proof of concept, many of whose capabilities have never been attempted let alone realized. Always, its equipment provides maximum efficiency and minimal downtime backed by the company’s unsurpassed, engineering-centric customer service and support. For more information visit [www.norwalt.com](http://www.norwalt.com).