



www.advantapure.com

PRESS RELEASE

145 James Way • Southampton, Pennsylvania 18966 USA
P 215-526-2151 • 888-755-4370 F 215-526-2167 • 888-258-4293

June 27, 2008

Reference: ADV-169-PR

For Immediate Release

New Product Demonstration Video from AdvantaPure® Shows How RFID Simplifies Record Keeping

Designed for the Pharmaceutical & Biotech Processing Industries

Southampton, PA — Now available from AdvantaPure is “An Evolution in Process Control,” a video presentation developed to explain the company’s P•E•T Process Equipment Tracking™ system (patent numbers 7,195,149 and 7,259,675). P•E•T is designed to simplify record keeping for the pharmaceutical, biotechnology, and biomedical applications by utilizing RFID technology.

P•E•T Process Equipment Tracking, developed in partnership with ProcessHQ, Inc., offers an increased degree of safety and minimizes risk by electronically identifying and tracking the cleaning, usage, and maintenance of equipment. It uses RFID (radio frequency identification) tags to monitor all process equipment involved with a particular batch of product. P•E•T is also applicable to preventive maintenance and asset tracking systems.

“An Evolution in Process Control” illustrates how automation can replace outdated, inefficient procedures, such as those involving paper labeling of equipment, log books, and calendar-based replacement methods. The video uses easy-to-understand language and visuals to show how P•E•T can assist with cost reduction, speed audit trails, consolidate documents, and improve communication. The compatibility of P•E•T to existing workflows, standard operating procedures, hardware, and software is explained as well. The presentation is approximately 6-1/2 minutes long.

Also highlighted in the presentation is GammaTag™, the only read/write RFID tag that withstands gamma irradiation while maintaining data integrity. Available exclusively from AdvantaPure, GammaTag provides reliable component identification from manufacture to sterilization and all the way to the end user. GammaTag ensures that critical information such as part, serial, or lot numbers will accompany a component throughout its useful life.

For a copy of “An Evolution in Process Control” on DVD, contact Jeffrey Johnson, AdvantaPure’s Director of Software Solutions, at 145 James Way, Southampton, PA 18966; phone 888-755-4370 or 215-526-2151; fax 888-258-4293 or 215-526-2167; e-mail: info@advantapure.com; or register your name, company, and e-mail address to view the presentation on line at www.advantapure.com/pet.asp

About AdvantaPure and NewAge® Industries

AdvantaPure, a division of NewAge Industries, specializes in clean products for the pharmaceutical, biomedical, food, beverage, chemical, and cosmetic industries. All products are manufactured, stored, and shipped using the cleanest methods possible to ensure unsurpassed product purity.



In business since 1954, NewAge Industries manufactures and fabricates thermoplastic and thermoset tubing and hose. The company offers one of the broadest product lines of tubing, hose, and fittings in the U.S., and its custom extrusion and fabrication services are unrivaled. NewAge Industries maintains a large inventory and prides itself on same-day shipment of 98% of orders for its core product lines. In 2006, NewAge initiated an ESOP (Employee Stock Ownership Plan) for the benefit of both its employees and customers.



#

P•E•T Process Equipment Tracking™, GammaTag™, AdvantaPure® and NewAge® are trademarks of NewAge® Industries, Inc.