



## January-February 2008 Newsletter

### Happy belated New Year!

We are entering 2008 with mixed expectations. We presently have one of the highest order backlogs in our history. Our distributors continue to provide us with new opportunities and orders on a daily basis.

Our mid-year 2007 newsletter indicated lengthened lead times and a shortage of finished machine inventory. This continues to persist. With the exception of the SB1-1012 Table Top Shuttle Blister Sealing Machines and the MSP-1218 Table Top Skin Packaging Machines all machine models are built directly against customer order.

We as most businesses have concerns about the softening economy and fears of a recession. We stand ready to be responsive to distributor requests for pricing, technical details and deliveries to meet user needs in order to continue to generate new opportunities.

We are also in a position to provide custom versions of machines we normally produce as well as specially engineered machine features to improve the productivity of our systems assisting customers in reducing cost and maintaining productive packaging operations in North America.

### H.R. 5140 – Economic Growth Act of 2008.

The Economic Stimulus Plan has passed the House of Representatives and the Senate. It is expected to be signed into law by the President this week. We expect this to give a boost to the packaging machinery industry.

Most individuals are aware of the Tax Rebate that will be sent to most taxpayers; however, there are benefits to businesses that purchase machinery in 2008 as well. Here are excerpts from the Bill Provisions that describe the benefit to our customers:

#### “Business Tax Provisions

**Bonus Depreciation.** The package allows business to quickly recover the costs of capital expenditures made in 2008 by allowing these businesses to write-off 50% of the cost of depreciable property acquired in 2008. In subsequent years, businesses will continue to depreciate the remaining cost of depreciable property under the current law-depreciation. The proposal is effective for the taxable year 2008.

**Section 179 Small Business Expensing.** Small business taxpayers may (currently) elect to write-off the cost of expenses in the year of acquisition in lieu of recovering these costs over time through depreciation. Until the end of 2010, small business taxpayers are allowed to write-off up to \$125,000 of capital expenditures subject to a phase-out once capital expenditures exceed \$500,000. The package increases the amount that small business taxpayers may write-off to \$250,000 for capital expenditures incurred in 2008 and increases the phase-out threshold to \$800,000 in 2008.”

Keep an eye on our website.



We have spent the last several months updating our website. We have tried to make it easier to navigate and find product information. We have included the new brochure PDF's with the current product information. We have updated all of the product photos and redefined the product series.

New to the website are the streaming videos. These are the same videos that are on the CD-ROM sets sent out late last year. Starview's home page will be improved later this month to include a Flash Player presentation to make the page more interesting.

We are continually striving to put the keywords and Meta tags out there to drive more customers to our website so that we have more web driven leads to provide our distributors. Our goal is to be in the top 5 returns for Google and Yahoo searches for the products we provide.

### **SSB2-1418 Machine Upgraded.**

OK, let's talk machines...finally. We have updated the appearance and performance of the SSB2-1418 Two-station Shuttle Blister Sealing Machines to give our customers a better value.

The previous bladder type actuator with return springs has been replaced with a 6" double acting pneumatic cylinder. This will develop 2900 pounds of sealing pressure at 100 psi air pressure. The use of a double acting cylinder means we can now offer optional relieved face plates for this machine.

The SSB2-1418 has all new sheet metal to make the unit more esthetically pleasing and structurally stronger.

These machines are excellent for small OEMs, handicap workshops and cellular manufacturing. Please request a quote for the all new SSB2-1418 for your next application.



**Let Starview assist your customers with machines designed to make the total manufacturing process more effective. Contact one of our sales staff for packaging solutions to help your customers reduce cost and stay competitive.**

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