

CONTACT:

Bruce Peterson, President and CEO
Colter & Peterson
Phone: (973) 684-0901
Fax: (973) 684-0260
cp@colterpeterson.com

FOR IMMEDIATE RELEASE

DOC-111
March 19, 2007
Page 1 of 1

DOWNLOAD TEXT AT:

www.colterpeterson.com/html/news.html

**COLTER & PETERSON WELCOMES JOE NOTTA
AS METRO NY SALES REPRESENTATIVE**

35-Year Industry Veteran Brings Expertise, Customer-Centric Focus to Thriving Distributor



Paterson, NJ - Colter & Peterson (www.colterpeterson.com), the largest independent distributor of paper cutters and paper handling equipment in North America, is happy to welcome Joe Notta as the company's representative for the Metropolitan New York region. Notta's territory will include the greater Tri-State area (New Jersey, New York City and southern Connecticut), as well as the Eastern Pennsylvania, Philadelphia and Baltimore markets.

Joe has more than 35 years of sales and sales management experience with some of the industry's key equipment manufacturers. He was most recently an East Coast sales representative for printing press manufacturer KBA.

Notta says the company's growth potential and reputation for excellence are what drew him to Colter & Peterson.

"Colter & Peterson is respected throughout the graphic arts industry for their expertise and level of commitment to their customers," said Notta. "Our expanded lines of service, including our role as the sole North American distributor for Wohlenberg perfect binders, make us an even more valuable resource than ever before. I look forward to continuing the Colter & Peterson traditions of industry-leading sales, service and parts support for a wide range of paper cutting, paper handling, three-knife trimming and perfect binding equipment."

Joe Notta can be reached at (973) 684-0901 or jnotta@colterpeterson.com.

* * *

About Colter & Peterson: *Colter & Peterson (www.colterpeterson.com) is the largest independent distributor of paper cutters and paper handling equipment in North America. Founded in 1932, C&P now employs over seventy five people working out of five locations in New Jersey, Iowa, California and Toronto, Canada. C&P is the manufacturer of the Microcut line of retrofit back gauge controllers and the worldwide distributor of Prism, Saber and Maxima paper cutters. It is also the North American distributor for all Wohlenberg, Baumann and Schneider Engineering products. C&P has purchased the Harris-Seybold and Dexter-Lawson line of paper cutters and provides service and support for those models of machines as well.*