



advanced
electron beams

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Advanced Electron Beams Brands its No-Water, No-Chemical, Energy-Efficient Sterilization Technology as “Blu”

Blu, the new “color of innovation,” is better for environment

WILMINGTON, Mass. and NISKAYUNA, NY, October 14, 2009 – Advanced Electron Beams (AEB), whose compact electron beam technology helps traditional manufacturers become more environmentally sustainable while improving profitability, today unveiled a new umbrella brand called *Blu*. *Blu*, which the company is calling “the color of innovation,” encompasses all of AEB’s solutions, which harness the power of compact electron beams for sterilization in food, beverage and pharmaceutical packaging. *Blu*-powered applications for these industries will be more sustainable, more efficient and more cost-effective, replacing conventional chemical- and heat-based sterilization methods that waste energy and water, and pollute the environment.

The most recent addition to AEB’s line of *Blu*-powered solutions is the e25ITB, an electron beam emitter that sterilizes the interior surfaces of bottle-shaped packaging. Announced September 14 at Drinktec in Germany, the system promises to revolutionize beverage manufacturing by providing greater sterility assurance while conserving energy and water and enabling bottlers to use lighter-weight packaging, which enhances their bottom lines.

“Few people realize the resources required to package food, beverages and pharmaceuticals or the systemic impact of chemicals and other production by-products on the environment,” Mitch Tyson, CEO of Advanced Electron Beams, said today at GE’s media forum on its clean tech venture capital investing at GE Global Research, GE’s technology development arm, in Niskayuna, New York. “For businesses, the prospect of using less energy, eliminating chemicals and shrinking their water footprint not only makes good business sense, it makes them better corporate citizens. *Blu* is a win-win for businesses and those who consume their products.”

Electron beam sterilization technology is a boon for innovative brands that rely on packaging for new product development, such as longer shelf-life products, and for corporate social responsibility, reducing waste in the face of eco-conscious consumer demand. The ability to sterilize at room temperature, for example, gives manufacturers greater flexibility in choosing packaging materials, which, among other benefits, enables lighter-weight designs that use less material. Equally important, *Blu*-enabled manufacturers can sterilize bottle interiors and exteriors, closures, pouches and other surfaces with no risk of chemical sterilants contaminating the packaged product. For consumers, the benefit of this will be safer products and eco-friendly packaging that doesn’t come at a steeper price.

AEB and GE’s (NYSE: GE) energy investing arm, GE Energy Financial Services, are collaborating on several high-impact applications for other GE businesses, and the company’s technology is deployed at GE Global Research. GE was a significant investor in AEB’s Series C financing, which raised \$14.2 million and closed in August 2009, preceded by a \$4 million investment in September 2008.

About Advanced Electron Beams

Advanced Electron Beams (AEB) enables the green factory of the future with its energy-efficient, cost-saving, environmentally sustainable technology. AEB replaces traditional thermal and chemical production processes with its compact electron beam emitters that harness electrons to enable cleaner, less expensive and more efficient production. AEB’s emitters are used in common processes such as sterilization, curing, polymer treatment and pollution abatement across industries including pharmaceutical and medical device, food and beverage, printing and packaging, industrial coatings and plastics manufacturing. For more information about Wilmington, Mass.-based AEB, visit www.aeb.com.

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