



Kitamura Machinery Names Tech Image Public Relations Agency of Record

Technology PR agency selected for its track record for business-to-business results

BUFFALO GROVE, Ill. (March 6, 2008) – [Tech Image](#), one of the leading independent technology public relations agencies in the U.S., announced today that it has been named the agency of record for [Kitamura Machinery Co., LTD.](#) the Japanese manufacturer of precision horizontal, vertical and 5-axis machining centers.

Since its inception in 1981, the Kitamura Mycenter Series has lead the way in the production and manufacturing of machining centers with a unique combination of cutting edge technologies, “hands-on” attention to detail, and a total commitment to quality, performance and value. While technological innovations have upgraded the various functions of the Mycenter line, its name and basic structure have never changed, earning Kitamura machining centers a reputation as a business asset known around the world for ultra high precision and lasting performance.

The company’s commitment to research and development has resulted in approximately 300 patents and patents pending in machining center design. The company motto “Limitless Creativity” underlines Kitamura’s commitment to consistent product development that provides the most technologically advanced and reliable machining centers on the market today.

“Kitamura Machinery takes great pride in its unparalleled commitment to quality as does Tech Image,” said Akihiro Kitamura, the company’s 3rd generation of family presidents. “After evaluating multiple PR agencies, we selected Tech Image for its commitment to quality, its proven expertise within the business-to-business sector and its senior-level talent. We look forward to Tech Image being our trusted public relations partner and helping us to achieve both our business and communications goals for many years to come.”

Tech Image will provide corporate positioning, strategic messaging and media relations execution to help Kitamura raise awareness of the company, its products and the myriad of industries, applications and processes the company’s machining centers fit into including Lean, Lights Out and Six Sigma.

“Kitamura Machinery has a robust history and an incredible dedication to its customers,” said [Mike Nikolich, President of Tech Image](#). “We look forward to taking the company’s knowledge and sharing it with manufacturers so they can improve the quality of their own products while preserving precision manufacturing jobs here in the U.S.

About Kitamura Machinery

Founded in 1933, Kitamura Machinery is dedicated to building the most technically advanced horizontal, vertical and 5-axis machining centers in the world. Kitamura machining centers are

known and respected for their no-compromises precision and extended floor life even under the most demanding conditions. With its U.S. Corporate Headquarters located in Wheeling, Illinois, Kitamura Machinery provides its products to a diverse customer base worldwide. For more information please visit www.kitamura-machinery.com or contact us at 1-847-520-7755.

About Tech Image

Founded in 1993, Tech Image is a Chicago-area public relations firm with a proven reputation for positioning growing technology companies as market leaders. Tech Image provides media and analyst relations, messaging services, media coaching and sales acceleration programs for business-to-business organizations. Representative clients include Firefly Energy, GlobalSpec, Initiate Systems, NEC Display Solutions, RedPrairie, and the Society for Information Management (SIM). In 2007 the company was named “Best Boutique PR Agency to Work For” for the second consecutive year by the Holmes Report, and one of the Top Tech Communicators in a survey of technology journalists by PRSourceCode. Tech Image is owned by SmithBucklin, the world’s largest association management and professional services company with more than 750 employees. SmithBucklin is 100% employee-owned. Learn more at <http://www.techimage.com> or call 1-888-4-TECH-PR (1-888-483-2477).

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