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## **MOCON'S NEW WVTR TESTING UNIT ACHIEVES PRECISE TEMPERATURE AND RELATIVE HUMIDITY QUICKLY, ACCURATELY**

**Minneapolis, MN** (June 29, 2010) – MOCON, Inc. (NASDAQ: MOCO) is announcing the global launch of its PERMATRAN-W® Model 3/33 Plus, a new generation of its industry standard, water vapor transmission rate (WVTR) line.

For the first time, units in the Model 3/33 series will offer automatic relative humidity (RH) capability via a new software interface. This will help brand owners quickly and simply achieve accurate and precise relative humidity conditions. Precise results are critical to understanding how barriers will perform in real-world conditions. The PERMATRAN-W series tests the WVTR of films as well as finished flexible and/or rigid plastic-based packaging.

RH significantly impacts the water vapor transmission rate of many materials. MOCON assures accuracy in obtaining precise RH by incorporating a patented modulated infrared probe within the test cell. A high-precision sensor provides parts-per-million sensitivity. Any deviation from the desired set-point is automatically adjusted. With temperature and RH automation incorporated in the new PERMATRAN-W Model 3/33 Plus, obtaining reliable information to help make critical decisions is effortless.

“Having a unit that can duplicate a realistic environment means that you won’t be spending money on packaging barrier that exceeds your product needs. Reducing material thickness will also have a positive impact on transportation and other costs. The ability to simplify the process for the lab operator is a big bonus.” said Joel Fischer, lab manager, MOCON.

The new PERMATRAN-W® Model 3/33 Plus series comes in three-different “master base control systems with three satellite modules—each providing different test capabilities for a maximum of 20 test cells per system.

Market segments that can benefit from the unit’s capabilities include: food, beverage, pharmaceutical, medical device, cosmetic, chemicals, etc. Additionally, the unit is ideal for manufacturers and converters of packaging materials and containers, laboratories, universities, military, etc. The PERMATRAN-W® Model 3/33 Plus will be represented by Paul Lippke Handles-GmbH in Europe.

### **About Paul Lippke Handles-GmbH**

Paul Lippke Handels-GmbH, a MOCON company, is the premier European provider of innovative testing instruments and laboratory services to the packaging, pharmaceutical, food and medical device industries. See [www.lippke.com](http://www.lippke.com) for further information.

**MORE**

## **MOCON/PERMATRAN-W® Model 3/33 Plus**

### **About MOCON**

MOCON is a leading provider of instrumentation and consulting and laboratory services to medical, pharmaceutical, food and other industries worldwide. See [www.mocon.com](http://www.mocon.com) for more information.

This press release contains forward-looking statements that involve a number of risks and uncertainties. Important factors that could cause actual results to differ materially from those indicated by such forward-looking statements include but are not limited to: uncertainties relating to competition and technological change, setbacks in product development program, slower-than-anticipated customer acceptance of new products, dependence on certain key industries, risk associated with the Company's acquisition strategy and international operations, and other factors set forth in the Company's filing with the Securities and Exchange Commission.

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