



Marketing & Strategy



News Release

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### **2016: A GROUND BREAKING YEAR FOR DATALASE**

2016 has been an exceptional year for leading inline digital printing company DataLase, attending major international exhibitions, receiving industry-recognised awards and launching a breakthrough technology.

Chris Wyres, CEO of DataLase, said: “We have had an amazing year, generating significant traction with major brand owners, following launch of our revolutionary inline digital print solutions with our global network of strategic partners at DRUPA.”

Throughout 2016, DataLase has increased its vast portfolio of market leading strategic partners across inks and coatings, substrates and print technology to deliver revolutionary solutions for inline digital printing of products and packaging for brands. New partners include Ricoh, Xerox, Mundi, KBA-Metronic, Macsa ID, and Pulse Inks.

Global solutions provider for the print and publishing industry, Flint Group became the first licensee of Variprint, the revolutionary DataLase technology launched in 2016, becoming the first ink supplier to incorporate the solution into its inks and coatings.

Variprint was launched at Drupa, the world's leading trade show for graphic and industrial print, media and multichannel, which took place in May. More than 2000 visitors stopped by the DataLase stand during the two-week exhibition, helping to generate a significant number of new business leads. DataLase was well received with the press and social media commentators describing the company as an industry game-changer with the accolade of being ‘technology pick of the show’.

The recognition didn't stop there. In June, the company was crowned Innovator of the Year at the Stationers' Company Innovation Excellence Awards. The judges were impressed by what they saw as a ‘radical departure from current practice in the packaging industry’ and positively praised the solution as a ‘rare disruptive technology’.

Other wins included a gold award in the outstanding technical innovation category at the European Flexographic Industry Association annual print awards.



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With the company striding the globe in 2016, from Drupa in Germany to Tokyo Pack in Japan to the USA's PackExpo, DataLase has revealed its technology portfolio is set to grow further. With offices in the UK, USA and Japan, the company is seeing the development of a range of market applications on a global basis.

DrWyres continued: "Building on the success of 2016, we anticipate outstanding progress through 2017, working with our partners to deliver game changing inline digital print solutions into an array of markets and applications."

For more information on DataLase, please visit [www.datalase.com](http://www.datalase.com)

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### Notes for Editors

DataLase Ltd. is a leading inline digital printing company. Headquartered in Widnes, Cheshire, UK, DataLase works with a selection of market leading strategic partners across inks and coatings, substrates and brands to deliver revolutionary solutions for inline digital printing of products and packaging. The mission of the company is to deliver innovative, cost effective, high speed digital printing solutions to brand owners that provide the enhanced quality, operational efficiency and marketing capability to grow brand value and protect market share.

For further information, please visit our website [www.datalase.com](http://www.datalase.com) and follow us on Twitter, LinkedIn and Facebook.

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