



Marketing & Strategy



News Release

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DATALASE BOOSTS BRAND VALUE WITH INLINE DIGITAL PRINTING TECHNOLOGY

DataLase is addressing how its revolutionary inline digital printing technology will help to drive brand value in today's competitive retail world at leading print industry conference, Digital Print for Packaging 2016.

Mark Naples, DataLase vice president business development, Europe and APAC, will be presenting at the forthcoming event in Berlin where he will look at how brands and retailers can tailor messaging to today's consumers via flexible digital marketing campaigns – whether a packaged product is purchased online or in-store.

Mr Naples comments: "The growth of e-commerce is impacting packaging as consumers' research and view potential purchases online before they ever see and touch the product in person. This stage of the buying process is now known as the 'Zero moment of truth'.

"At the Digital Print for Packaging event, we will address this stage of the buying process and how brands can stand out both online and in store by incorporating our innovative and disruptive technology solution. The right packaging design, which also delivers a positive user experience, will reinforce brand identity and build customer loyalty."

Over 150 digital print and packaging experts will join Mr Naples at the two-day conference, which takes place 5th -7th December 2016. The event provides converters, packers and brand owners the chance to hear about the latest technology updates, industry developments and the future of digital print.

According to Smithers Pira's latest report on the 'Future of Digital Print for Packaging to 2020', digital packaging printing was valued at \$10.5 billion in 2015.

As a relatively new technology, digital printing is only just beginning to infiltrate the packaging market and demonstrate its true potential as the demand for late stage product and pack customisation and personalisation grows.



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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 and follow us on Twitter, LinkedIn and Facebook.

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