



Marketing & Strategy



News Release

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### **DataLase& partners join forces at PackExpo 2016**

DataLase, leaders in inline digital printing, will be supporting a number of its partners at the forthcoming PackExpo 2016 exhibition, taking place in Chicago, Illinois, USA.

Held at McCormick Place, November 6-9, the event is North America's largest exhibition for processing and packaging technologies. More than 1,800 packaging and processing exhibitors covering the entire packaging supply chain will be in attendance.

Domino Amjet, ID Technology, International Paper, Kwiklok, Macsa, Videojet and Xerox will all be showcasing laser coding and inline digital printing solutions that combine DataLase core colour-change materials technology with high performance laser print engines.

Chuck Pemble, VP business development, Americas, said: "We are grateful for the visibility our strategic partners will be giving our technology at Pack Expo 2016. The show will showcase the diversity of packaging segments and applications our partners can deliver inline digital print solutions infor brand owners. We expect the reaction at the show to be impactful to our business and wish every success to our strategic partners."

45,000 people are expected to attend the show with over 6,000 international visitors from more than 125 countries.

The award winning DataLase technology uses patented laser reactive pigments that are incorporated into a coating that is conventionally printed onto a product or packaging. When exposed to a low power CO2 laser, inline at the point of packing, a colour change reaction is generated in the coating resulting in a high definition, premium quality, digital print.

DataLase technology can be used across a wide range of product and packaging applications in the food and drink, pharmaceutical, personal care and household sectors for case coding, labelling, product coding and folding cartons.

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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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