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News Release

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ADDING BRAND VALUE THROUGH REAL-TIME MARKETING WITH DATALASE

Boosting the consumer appeal of packaging with personalised inline digital printing can add an unprecedented amount of value for brand owners, according to Mark Naples, VP business development Europe and APAC at DataLase.

Mr Naples delivered the presentation 'Real Time Marketing on Pack' at ThePackHub and EFIA sponsored 'Printing for Brand Packaging' held at 3M Innovation Centre, Bracknell, last month. During the talk, he outlined the benefits of utilising the leading inline digital printing company's capabilities for late stage pack customisation.

Mr Naples commented: "The e-commerce sector is evolving fast and that's changing the way brands and consumers speak to each other. Brand owners and retailers need to deliver smart messaging in order to stand out from the competition, whilst engaging the consumer."

The DataLase inline digital printing solution facilitates this considered approach by creating real-time marketing capability on a product or pack at the point of fulfillment. High quality graphics, logos and variable data for targeted marketing is lasered onto a pre-printed patch, which then offers an exceptionally rapid response to key events, trends and consumer insight.

As well as increasingly agile proactive marketing, brand owners can utilise DataLase technology to gain valuable consumer insight. Inline printed promotional messaging can encourage the consumer to connect via social media or web to volunteer information that can be used to drive pro-active engagement.

Mr Naples added: "The solution offers a whole new level of inclusive brand engagement. If we factor in purchasing and browsing data, brand owners can provide a customer with a considered package rather than just a boxed product. For example, a customer identified as a baker could be offered recipes, coupons and complementary product suggestions on pack."

The DataLase solution combines its core colour-change materials technology with the latest generation of laser print engines to deliver high speed, high resolution, on-demand digital printing that is a high performance alternative to conventional print methods.



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The technology relies on a unique additive which is incorporated into an ink or coating applied as a 'patch' on to a pack. When exposed to a CO₂ or Near InfraRed laser, this generates a colour change reaction in the pigment creating a high quality, durable digital print finish.

The solution can be applied to virtually any substrate across a wide range of FMCG product and packaging applications in the food and drink, pharmaceutical, personal care and household sectors.

Find out more about DataLase [real-time marketing print solutions](#)

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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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