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News Release

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## **NEW DATALASE BOARD MEMBERS SUPPORT ASIA GROWTH**

Leading inline digital printing company, DataLase, welcomes two new directors to its board who will represent key partner and stakeholder, SATO, a leading global provider of Auto-ID solutions.

The two companies formed a strategic partnership in October 2015 and SATO launched subsidiary, Specialase, in order to introduce the DataLase advanced inline digital printing solution to the Asia-Pacific region.

Following a successful first year for Specialase, Chief Financial Officer Yoichi Abe and Chief Product Planning Officer Noriyasu Yamada of SATO Holdings Corporation will join the DataLase board to maintain high-level leadership dialogue between the two companies.

Chris Wyres, chief executive officer at DataLase, commented: "We are pleased to welcome Mr Abe and Mr Yamada to the DataLase board. Our partnership with SATO is valued highly and I look forward to working with them during this exciting growth phase".

DataLase inline digital printing technology offers a high-quality, cost effective alternative to other digital print systems and can be used for the printing of high-resolution barcodes, variable information, images and graphics.

The DataLase solution enables high-speed, fast turnaround printing which is ideal for inline customised printing and real time marketing maximising brand owner and consumer value. In addition, the system is inkless at the point of printing, thus removing the need for consumables in the production environment at the point of fulfillment.



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For more information on the DataLase Inline Digital Printing solution, 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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