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News Release

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## **DATALASE TO SHOWCASE INLINE DIGITAL CASE CODING CAPABILITIES AT SUPERCORREXPO 2016**

Leading inline digital printing company, DataLase, will present its inline digital case coding capabilities at quadrennial machinery and innovations event, SuperCorrExpo 2016.

The four-day event, organised by the Association of Independent Corrugated Converters (AICC) and the Technical Association of the Pulp and Paper Industry (TAPPI), will run from October 17<sup>th</sup> – 20<sup>th</sup> at the Orange County Convention Centre, Orlando, USA.

The expo is described by the organisers as ‘the most powerful global hub of corrugated networking and educational opportunities in the Western Hemisphere’. In line with this, the DataLase team will inform visitors about the company’s inline digital case coding capabilities through the use of video footage and printed samples on booth 662.

Eric Ferguson, new business development manager North America, will also deliver the seminar ‘Trends in Digital Printing and Late-stage Customisation of Corrugated’ at 9am on Wednesday October 19<sup>th</sup>. The presentation will give an overview of business drivers behind the digital printing of corrugated and the impact on the supply chain.

Mr Ferguson commented: “At SuperCorr, we’ll be demonstrating the ease with which our inline digital case coding technology can be applied to corrugated to generate an outstanding, high quality print result.”

“Our laser case coding solution brings the efficiency and precision of lasers to the corrugate printing process. The technology is a significant value-add for corrugate manufacturers, as their customers—brand owners and eCommerce retailers—can use it to maximize line uptime and print multiple SKUs from each box design.”

The unique print solutions from DataLase combine its core colour-change materials technology with the latest generation of laser print engines to deliver high speed,



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high resolution, on-demand digital printing that is a high performance alternative to conventional print methods.

The technology relies on a unique additive which is incorporated into a material or patch applied to a pack; when exposed to CO<sub>2</sub> or Near InfraRed lasers, it generates a colour change reaction in the pigment.

The DataLase solution facilitates late-stage customisation and real time marketing on product or pack, maximising relevance to the consumer and delivering the highest value to the brand owner. The solution can be applied to virtually any substrate across a wide range of product and packaging applications in the food and drink, pharmaceutical, personal care and household sectors.

For more information, find the DataLase team at booth 662 or visit [datalase.com](http://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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