



Marketing & Strategy



News Release

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**VIDEOJET & DATALASE SHOWCASE INLINE DIGITAL PRINTING
AT PPMA 2016**

Market leaders in inline digital printing, DataLase, will be supporting Videojet Technologies, a global leader in coding, marking and variable data printing solutions, at the 2016 PPMA TOTAL exhibition.

Held at the NEC, Birmingham, September 27-29, the event will showcase the best UK processing and packaging machinery, alongside the latest innovations in materials, containers and packaging design.

William Green, business development manager, Europe & Asia Pacific, DataLase, said: "DataLase has been working with Videojet for a number of years now and the established partnership is a successful one. Our collaboration enables laser case coding as an alternative solution to inkjet printing on corrugate boxes."

The combination of DataLase and Videojet technologies delivers an efficient way to digitally laser-code corrugate cartons and cases, enabling brand owners and packers to reduce costs, eliminate waste and improve productivity.

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 Videojet 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 will be on Videojet stand C70 to deliver live demonstrations and workshops throughout the three-day event, including a workshop demonstrating unique digital laser solutions for late stage customisation of shipping cases.

The 2016 PPMA Total show is organised by the Processing & Packaging Machinery Trade Association. With over 400 exhibitors, the show is on course to be the largest of its kind in a decade.



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William Green will be demonstrating the technology on the first day of PPMA TOTAL (September 27, 2016) at 12pm. For more information on DataLase, please visit 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 and follow us on Twitter, LinkedIn and Facebook.

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