



Marketing & Strategy



News Release

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DATALASE : MOVING A BRAND FROM 80 SKUs TO 1 WITH INLINE DIGITAL PRINTING

Inline digital printing is unlocking unrivalled reaction-to-market capabilities, according to Chuck Pemble, Vice President Business Development Americas at DataLase, a leading inline digital print company.

Mr Pemble will be a speaker at next week's Digital Print for Packaging (DPP) US 2016 event in Chicago, Illinois. The conference, organised by Smithers Pira, runs from 7th-8th September.

The inclusive agenda will allow delegates from the entire digital print supply chain to learn more about how to capitalise on technological advancements in the rapidly evolving digital print for packaging sector.

On September 7th at 2:20pm, Mr Pemble will outline the DataLase vision of inline digital print for labels and present a case study that demonstrates how to move a brand from 80 SKUs to just a single SKU using DataLase inline digital printing technology. He will also discuss why the solution is key to delivering real-time marketing capability for brand owners.

Mr Pemble commented: "We've seen that consumers respond well to customisation and personalisation. However, it's essential that printers respond quickly in reaction to trends and key events – speed to market is key to capitalising on windows of opportunity in a shifting commercial landscape."

"Most important to achieving this is the ability to reduce the number of product SKUs and utilise existing supply chain assets. This keeps production costs, complexity and waste down and increases operational efficiency. DataLase technology makes this a reality, with the added benefit of true late-stage customisation, within 48 hours of a requirement. This unlocks a huge amount of on-brand, reactive marketing potential, which is particularly pertinent to packaging for the e-commerce sector."



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When retrofitted to existing print assets, DataLase inline digital printing allows flexo, gravure and litho printers to apply a base coated 'patch' to the pack or product substrate. Pigments in the pre-printed patch are then exposed to a laser beam installed at the point of packing and filling. The resulting colour-change reaction in the patch enables fully customisable, high-quality variable print.

DataLase works with a selection of market leading strategic partners across inks and coatings, substrates and laser manufacturers to deliver its innovative, cost-effective solutions for inline digital printing of products and packaging.

Chuck Pemble, Vice President Business Development Americas, will present 'Moving a Brand from 80 SKUs to One with Inline Digital Printing' on September 7th, 2.20pm at DPP US 2016. For more information on DataLase technology, 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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