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News Release

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DATALASE STRATEGIC PARTNER PULSE ROLL LABEL PRODUCTS TO LAUNCH PURECODE™

Pulse Roll Label Products, a leading narrow web ink supplier and strategic partner of DataLase, is to launch PureCode, a laser-markable coating solution for the global narrow web label industry.

The partnership between the two companies combines DataLase's ground-breaking technology with Pulse Roll Label Products' specialist narrow web ink and coating expertise. The development of PureCode addresses the challenges faced by label printers, retailers and brand owners in the quest for premium printed variable data.

Initially developed for UV flexographic applications PureCode is a value-added solution and will be manufactured under DataLase license. Formulated to outperform existing laser-markable products, initial customer trials show that PureCode provides greater product stability, excellent flow properties and helps to achieve a whiter, brighter and cleaner look with higher density marking on the finished label.

The unique patented DataLase technology uses laser reactive pigments incorporated into a coating, which is applied as a patch using a conventional flexo print process onto the label substrate. A colour change reaction is then generated, when the patch is exposed to an inline laser at the point of labelling, packing or filling, resulting in a high definition, premium quality digital finish.



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The increased flexibility, improved efficiency and enhanced brand integrity PureCode will offer to the market is something that Gary Seward, managing director of Pulse Roll Label Products is excited to announce. Mr Seward said: “We’ve developed a very strong relationship with the DataLase team and are delighted to become a licensee of DataLase’s revolutionary technology for the global label industry.”

“As DataLase’s preferred narrow web ink partner, we are proud to work with such a like-minded, dynamic and forward thinking company. Both companies recognise the significant opportunities that exist in the label market for next generation inline digital printing solutions.”

Mike Toner, European business development manager at DataLase, added: “The launch of PureCode is in line with our ambitions in the narrow web label market and this is a significant step forward. Our strategic partnership with Pulse Roll Label Products puts us in a great position to explore global development in other sectors as the number of applications that the technology is being used for increases.”

DataLase works with a selection of market leading strategic partners across inks and coatings, substrates and print technology to deliver revolutionary solutions for inline digital printing of products and packaging for brands. The company’s partnership with Pulse Roll Label Products to license PureCode is in line with the DataLase mission to deliver innovative, cost effective, high-speed inline digital printing solutions to brand owners that provide the enhanced quality, operational efficiency and marketing capability to grow brand value and increase market share.

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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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