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PRESS RELEASE

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DATALASE SUPPORTS GLOBAL EXPANSION STRATEGY WITH NEW APPOINTMENTS

DataLase, the market leader in Inline Digital Printing, has made a series of appointments to support its fast-growth strategy across Europe, USA and Asia.

Andy Wragg has become chief operating officer for Europe and Emma Dixon has been recruited as finance controller.

Following a successful two-weeks at Drupa 2016, which generated a multi-billion pound opportunity pipeline, DataLase is keen to keep up the momentum surrounding its revolutionary printing solutions.

Dr. Chris Wyres, DataLase CEO, said: “Andy and Emma join us at an exciting time and will play a key role in helping us and our global network of strategic partners build on recent success and deliver our game-changing Inline Digital Printing solutions to a wider customer base.

Andy Wragg has more than fifteen years’ experience in supplying advanced materials and solutions to the semiconductor, packaging, display and photovoltaic industries. He joins DataLase from Honeywell Electronic Materials (HEM) UK and has a wealth of cross-functional expertise in commercial leadership, marketing, technical sales and new business development.

In a relatively short period of time, Emma Dixon has established herself as a successful all-round administration professional having held previous roles in financial management, audit and business development.

She joined DataLase from boutique business transformation consultancy Caja where she established and managed the finance and administration functions and provided support to consultancy projects and business development initiatives.

As brands seek shorter print runs to add more engaging and personalised graphics to their packaging in order to appeal to consumers, DataLase Inline Digital Printing enables faster printing and higher throughput rates making it an ideal, economically



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viable solution for short notice requirement changes and late stage product and pack customisation.

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, 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 CO₂ or Near InfraRed lasers, it generates a colour change reaction in the pigment.

It can be used across a wide range of product and packaging applications in the food and drink, pharmaceutical, personal care and household sectors for case coding, labelling, product coding and folding cartons.

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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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