



Marketing & Strategy



June 14, 2016

## **DATALASE INLINE FOR MULTI-BILLION POUND PROJECTS POST-DRUPA**

Drupa 2016 delivered for inline digital printing company, DataLase, generating a multi-billion pound opportunity pipeline for its revolutionary solutions.

More than 2000 visitors stopped by the DataLase stand during the two-week exhibition, helping to generate a significant number of new business leads and orders.

Described as an industry game-changer and ‘technology pick of the show’ by the Press and social media commentators, DataLase is leading a revolution in the advancement of digital printing with its inline technology as requirements for higher value digital production grows.

The company has extended its intellectual property portfolio and introduced its Variprint™ solution to the market at Drupa, which provides the ability to deliver real time messaging and variable data on pack with a selection of single colours – a breakthrough in laser inline digital printing.

Throughout the show, the team presented live demonstrations of the technology’s capabilities in case coding, labelling, product coding and folding cartons. At its core is laser reactive, colour change pigment technology which is supplied to ink manufacturers and suppliers around the world.

The pigments are incorporated into finished coatings and inks, which are supplied to printer converters, who apply the laser reactive ink to a substrate, using their conventional print methods, before sending the coated substrate to the end user packer filler for inline digital printing with a high speed laser print engine.

Importantly, printer converters use their existing flexo, gravure or lithographic assets in order to make a substrate or a product work with DataLase inline digital printing technology and do not need to invest in new equipment to offer these solutions to their customers.



Five new partnerships were announced during Drupa, including Ricoh, recognised as the technological market leader in the labelling and marking industry for its cutting edge chemical and coating technologies; laser system provider, KBA-Metronic; MACSA ID, a leader in laser technology and one of the top two companies in the world specialising in laser digital printing; digital printing solutions provider, Xerox and ink supplier Flint Group.

Dr. Chris Wyres, DataLase CEO, commented: "It'sareallyexcitingtimeforthebusiness. We are buildingaglobal networkofstrategicpartners to deliver inline digital printing solutions and enable brand owners and retailersto engage in real-time marketing.

"In addition, the DataLase team is expanding rapidly with new appointments in North America and Asia supporting our fast growth of the install base. With business rapidly expanding across food and drink, pharmaceutical and personal and household care markets, the number of applications the technology is now being used for is increasing all the time.

"Drupa has been a phenomenal success, providing the perfect platform to showcase our unique inline digital printing solutions and the value they deliver to brand owners."

As brands seek shorter print runs to add more engaging graphics to their packaging in order to appeal to consumers in more innovative ways, DataLase Inline Digital Printing enables faster printing and higher throughput rates making it an ideal, economically viable solution for short notice requirement changes and late stage customisation.

Label designs can be changed rapidly with DataLase inline digital printing in comparison to flexo or offset printing. The solutions can be integrated directly into production lines, enabling in excess of 100,000 products per hour to be customised with a unique in design, whether that is the language, promotional code, expiry date or tailored marketing message.

Speaking at the Drupa Cube, Chuck Pemble, DataLase vice president of business development, Americas, said: "Without the operational and production benefits associated with inline digital printing, late stage, mass customisation and personalisation isn't cost-effective.

"DataLase technology enables customised products to be on a supermarket shelf within 48 hours, enabling brands to tap into human emotions and feelings by



Marketing & Strategy

developing new marketing initiatives and campaigns that haven't even been considered before simply because the technology hasn't been there."

**ENDS**

For further media enquiries, please contact Jo Mead or May Norman at PHD Marketing and Strategy.

Tel: +44 1977 708643 Email: [jo.mead@phdmarketing.co.uk](mailto:jo.mead@phdmarketing.co.uk) or [may.norman@phdmarketing.co.uk](mailto:may.norman@phdmarketing.co.uk)

#### **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.

For more information on DataLase, please contact PHD Marketing Ltd, The Nickols Suite, The Barracks, Wakefield Road, Pontefract, West Yorkshire, WF8 4HH. Tel: 01977 708 643 or Email:

[hello@phdmarketing.co.uk](mailto:hello@phdmarketing.co.uk)