



Marketing & Strategy



Drupa 2016

FLINT GROUP TO BECOME FIRST LICENSEE OF GROUNDBREAKING DATALASE VARIPRINT™ TECHNOLOGY

Global solutions provider for the print and publishing industry, Flint Group, has become the first official ink licensee of Variprint - the next generation of the DataLase revolutionary Inline Digital Printing solutions.

Historically, DataLase has only been seen in product coding and marking applications, in white, clear and black. The company has now extended its intellectual property portfolio to enable real time messaging and variable data on pack with a selection of monochrome colours – a breakthrough in laser Inline Digital Printing.

Flint Group is the first ink supplier to sign a licensing agreement with DataLase to incorporate Variprint technology into its inks and coatings.

Product Director of Paper and Board EMEA at Flint Group, Kari Raassina, said: “The Variprint solution from DataLase demonstrates a high level of innovation and enables us to respond to brands’ demands for engaging, high quality, customised graphics on pack.

“Combine this with the inline element of the technology, where we can incorporate it into our customers’ existing print assets, and we have a highly efficient, economically viable digital printing solution that is ideal for short notice requirement changes and printing on demand.”

DataLase technology uses patented laser reactive pigments that are incorporated into a coating which is conventionally printed on to a product or package. When exposed to a laser, at the point of manufacturing, packing or filling, a colour change reaction is generated resulting in a high definition, premium quality digital print.

The DataLase solution enables high-speed, fast turnaround printing, which is ideal for late-stage customisation and real time marketing, maximising relevance to the consumer and value to the brand owner.

The new licensing agreement builds on the success of the existing partnership between DataLase and Flint Group in which DataLase licensed its original technology to Flint Group who branded their products as Premo®Lase. This solution is primarily used on corrugated boxes to print high contrast black text, images and graphics.



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Mark Naples, VP Business Development Europe and APAC, commented: “This agreement further strengthens our working relationship with Flint Group. They fully understand the capabilities and benefits our technology brings to the industry and are able to demonstrate these to their customers. Variprint is cost effective and efficient, delivering innovative, high definition graphics and provides a high added-value solution to brand owners, retailers and packaging converters alike.”

The revolutionary nature of the DataLase technology can be used across the FMCG marketplace from food and beverage, pharmaceutical and medical, to home and personal care applications. The DataLase solution allows printing of high contrast text, date and lot codes, QR codes, barcodes, logos, images and graphics across a wide range of substrates and applications.

DataLase will be launching Variprint at Drupa 2016, the largest print exhibition in the world, which takes place May 31 – June 10, in Dusseldorf, Germany, alongside a variety of strategic partners that will together comprise a turnkey solution. To find out more please visit www.datalase.com or see the technology in action at Drupa in hall 6, stand A19.

ENDS

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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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