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PRESS RELEASE

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DATALASE PARTNERS WITH MUNDI TECHNOLOGY TO BUILD PRESENCE IN BENELUX REGION

Inline digital printing expert DataLase has strengthened its position in Belgium, The Netherlands and Luxembourg, by partnering with Mundi Technology, a leading supplier of laser coding systems in the region.

Mundi Technology and DataLase will combine their knowledge in the development and design of laser marking technology to provide revolutionary inline digital printing systems.

Whilst Mundi works with customers and distributors around the world, the majority of the company's business is conducted in the Benelux region. To date, the independent company has installed more than 500 lasers globally.

Speaking about the new collaboration, Mark Naples, VP business development for Europe and Asia Pacific, said: "Mundi Technology has established a strong customer base within the Benelux region over the past 20 years which will support DataLase's objectives of strengthening our strategic position there too. Both companies share very similar aims in terms of optimising customer production lines to ensure they get the very best from their technology and printing.

"In addition, by working together we can look to offer customers highly advanced complete solutions for their needs, making business convenient and easy to do."

Mundi manufactures its own 'MundiScan' laser which are suitable for printing labels, boxes, glass, sachets, film and PET packaging. The Mundi lasers are applied in breweries, soda factories, chocolate and sweets factories, pharmaceutical companies and glass factories, as well as food and non-food companies.

DataLase technology uses patented laser reactive pigments that are incorporated into a coating which is conventionally printed on to a product or package, without the need for any additional printing equipment to be purchased by the printer converter. When exposed to a low power laser, inline at the point of manufacturing, packing or



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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.

DataLase has offices in the UK, Japan and USA, with exclusive distribution in Asia by Specialase Ltd., based in Tokyo.

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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 or 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 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