



Marketing & Strategy



PRESS RELEASE

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### **DATALASE WINS GOLD AT EFIA PRINT AWARDS**

The leader in inline digital printing, DataLase, won the gold award in the outstanding technical innovation category at the prestigious European Flexographic Industry Association (EFIA) annual print awards, which were held at The Vox, Resorts World in Birmingham last week (March 17, 2016).

DataLase claimed the top prize in the outstanding technical innovation category for its inline digital printing solution for secondary packaging, which revolutionises the way packaging and products are printed.

The judging panel, made up of industry representatives from a cross section of printers, suppliers, brand owners and retailers, complimented DataLase for delivering new market standards in digital print solutions that improve productivity and provide consistency and repeatability whilst offering sustainability, which can be incorporated into flexographic assets.

CEO of DataLase, Dr. Chris Wyres, said: "We are proud of our EFIA award win and the recognition for delivering another industry changing solution. DataLase is leading the way in developing truly innovative technology for the print and packaging industry and will continue to work closely with it's global strategic partner network to deliver inline digital printing solutions that will change the way brands print products and packaging and interact with consumers".

DataLase technology uses patented laser reactive pigments that are incorporated into acoating which isconventionally printed onto 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 CO2 or NIR laser,inline 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,maximisingrelevance to the consumer and value to the brand owner.



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DataLase has offices in the UK, Japan and USA, with exclusive distribution in Asia by Specialase Ltd., based in Tokyo.  
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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](http://www.datalase.com) and follow us on Twitter, LinkedIn and Facebook.

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