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PRESS RELEASE

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TOUCH THE FUTURE OF DIGITAL PRINTING WITH DATALASE AT DRUPA 2016

Leading inline digital printing company, DataLase, will launch the next generation of its revolutionary digital printing solutions at Drupa 2016.

The new Variprint™ monochrome technology will be demonstrated by the DataLase team on their stand in Hall 6 at Drupa, the world's leading trade show for graphic and industrial print, media and multichannel, held in Dusseldorf, Germany, May 31-June 10, 2016.

Historically, the technology has only been seen in product coding and marking applications, in white, clear and black. Now, the company has extended its intellectual property portfolio and is bringing to market the ability to deliver true real time messaging and variable data on pack with a new selection of monochrome colours – a breakthrough in laser inline digital printing.

The Variprint development delivers a new level of pack differentiation with promotions and key variable data messages able to stand out from traditional coding and marking style graphics in blue, green and red text.

DataLase, which has offices in the UK, USA and Japan, is seeing the development of a range of market applications on a global basis. Its patented laser reactive pigments can be incorporated into a coating, or conventionally printed onto a package. When exposed to a low power CO₂ or NIR diode array laser on a packing line, it generates a colour change reaction resulting in a high definition, premium quality digital print.

The DataLase technology can be applied on a variety of primary and secondary packaging materials, to enable the laser to print text, and graphics up to 100mm high and 2m/sec with one laser. The solution enables high-speed printing, which is ideal for in line customised print. In addition, the system is essentially an inkless print solution removing the requirement for consumables at the point of packing and filling or converter.

DataLase CEO, Chris Wyres, said: "Our unique technology platforms have been designed to deliver enhanced flexibility, quality, productivity and consumer interaction. Our solutions are a true breakthrough in the market and will change the way brand owners print packaging and interact with consumers.



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“Digital print is growing because it offers a significant advantage over conventional print techniques, delivering capability for responsive and timely customised marketing and promotion on packs and products. Our ground-breaking technology is cost effective and efficient, providing a high added-value solution for today’s print market and meets the needs of brand owners, retailers and packaging converters alike.”

DataLase technology can be used across the FMCG market place from food and beverage, pharmaceutical and medical, to home and personal care applications. The solution is designed to complement the industry’s most dynamic production lines and is actively used today for folding cartons, cans, bottles, labels, flexible materials, cases and other packaging materials.

Whilst coding and marking is still a core application for the technology, the future looks bright for DataLase delivering multi-colour highly effective, flexible inline digital printing capability to maximise brand owner and retailer marketing effectiveness.

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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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