



PRESS RELEASE

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DATALASE SECURES NEW PATENTS FOR REVOLUTIONARY INLINE DIGITAL TECHNOLOGY

DataLase, the market leader in inline laser digital printing, has been granted a further four patents for its novel technologies, Variprint® and Infinity™.

The revolutionary print solutions combine DataLase core colour-change materials technology with the next generation of laser print engines to deliver high speed, high resolution, on-demand digital printing that is a high performance alternative to traditional labels and print methods.

The technology developed by DataLase, which has offices in the UK, US and Japan, relies on a unique additive which is incorporated into a material or patch applied to a pack; when exposed to Near Infra-Red lasers, it generates a colour change reaction in the pigment.

The Variprint and Infinity platforms take the DataLase technology to another level, from traditional black/white codes and graphics to introducing multiple colour capabilities.

The Variprint solution has a monochrome colour additive enabling printing with a single colour choice. Meanwhile, Infinity will ultimately offer a full colour solution, changing the game in potential applications and markets for DataLase inline digital printing solutions.

Mark Naples, DataLase VP business development Europe and Asia Pacific, said: "The granting of these additional patents demonstrates the level of innovation and capability that the DataLase solution is able to offer to the FMCG sector. Digital print is growing because it offers a significant advantage over traditional print techniques, delivering capability for responsive and timely customised marketing and promotion on pack and product. Our groundbreaking 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."

Dr. Chris Wyres, DataLase CEO, commented "Variprint and Infinity are part of our dynamic range of digital printing solutions that we are bringing to market with our global network of strategic partners. The digital sector is changing rapidly and we are perfectly placed to offer brand owners and printers a unique solution to their current and emerging needs."

DataLase solutions enable brand owners to digitally print products and packaging inline, at full speed, maximising opportunities for late stage mass customisation and

personalisation, reducing SKUs and environmental impact and delivering just-in time flexible marketing and enhanced consumer engagement.

DataLase materials can be applied to products and packaging using conventional printing techniques such as flexo, litho and gravure, allowing converters to deliver cost effective digital capability to brand owners with existing machinery and negating requirement for large-scale investment in new assets.

DataLase will demonstrate Variprint at Drupa, the largest printing equipment exhibition in the world, taking place in June 2016. The Infinity platform will be launched in 2017.

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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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