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News Release

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DATALASE LAUNCH RESEARCH PROJECT WITH UNIVERSITY OF MANCHESTER ON GROUND BREAKING DIGITAL TECHNOLOGY

Market leading inline digital printing company, DataLase, is embarking on a research project in conjunction with Manchester University to develop further revolutionary digital printing solutions.

The 'INFINITY' research and development programme will drive forward the continued search for the best and most diverse portfolio of colour-change pigments. It will involve work within the areas of synthetic chemistry and materials characterisation to investigate the opportunities for multi-colour printing of products and packaging.

The project will operate from the company's headquarters in Cheshire along with the School of Chemistry and the Manchester Institute of Biotechnology (MIB) at the University of Manchester.

Programme Manager for the DataLase project, Adam O'Rourke, said: "This research project will supply us with the expert knowledge and world-class facilities needed to further develop our full colour solution. We are delighted to be working with Dr. Webb and Prof. Turner at Manchester University and excited to see the potential developments to come from the partnership."

The project will form part of a Knowledge Transfer Partnership (KTP) which is Europe's leading programme helping businesses to improve their competitiveness and productivity through the better use of knowledge, technology and skills that reside within the UK knowledge base.

As part of the INFINITY programme, Marion Wrackmeyer, a member of the School of Chemistry at Manchester University, became a research associate in November and will work on the project for the next two years.

Dr Wrackmeyer has been heavily involved in numerous projects studying the chemistry of aromatic compounds, synthesis of bespoke monomers and polymers, processing and analysis of organic semiconducting materials. As part of the DataLase programme, Marion



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will work within the areas of synthetic chemistry and materials characterisation to produce novel colour-forming pigments.

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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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