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DATALASE ANNOUNCES NEW BOARD FOLLOWING SATO ACQUISITION

Leading inline digital printing company DataLase has announced a new board of directors after being acquired by Tokyo-based SATO, a global provider of Auto-ID solutions.

The new board of directors includes eight members who will provide their guidance and expertise to DataLase under SATO's leadership as the company consolidates and enhances its presence in the rapidly growing global digital print market.

SATO acquired all DataLase shares in December 2016. The acquisition strengthened a successful strategic partnership that started in 2015 when SATO launched the subsidiary, Specialase, in order to supply DataLase based solutions to Japan and the wider Asia-Pacific region.

Kaz Matsuyama, the President & CEO of SATO Holdings Corporation, is a key member of the board. Mr Matsuyama has been part of the core team that helped establish SATO's presence in the global market.

The other seven members include:

- Yasuhiro Tanabe - President and an Executive Officer at SATO International
- Tetsushi Kondo - Managing Director at SATO Europe
- Noriyasu Yamada - Chief Planning Officer at SATO Holdings Corporation
- Yoichi Abe - Chief Financial Officer at SATO Holdings Corporation
- Dr. Chris Wyres - CEO at DataLase
- Dr. Andrew Wragg - Chief Operating Officer at DataLase
- Craig Clement - Chief Finance Officer at DataLase

Dr. Chris Wyres said: "Each one of the board members has demonstrated a commitment to DataLase in recent months. I have no doubt that these individuals will make exceptional additions to our Board and that they will contribute greatly to the success of DataLase in the coming years."



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The DataLase inline digital printing (IDP) solution is the only one of its kind and enables high-speed, fast turnaround printing which is ideal for packaging and product customisation and personalisation. IDP technology allows printing of variable information to enable real-time marketing to maximise brand owner and consumer value. The system is inkless at the point of printing, thus removing the need for consumables in the production environment at the point of fulfilment.

For more information on DataLase, please visit www.datalase.com

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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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