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News Release
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DATALASE & XEROX TEAM FOR LATE-STAGE INLINE DIGITAL PRINTING SOLUTIONS

Xerox, the global leader in digital print technology and services, has signed an agreement with DataLase, the newly acquired SATO subsidiary and inline digital printing experts, to launch a new inkless printing solution that allows brand owners to connect with consumers with personalisation and late-stage ability to differentiate products and packaging.

Variprint™ is the next generation of revolutionary inline digital printing solutions from DataLase which uses the new Laser Imaging Module (LIM) designed and built by Xerox. The LIM is capable of printing at higher resolutions than most inkjet digital printing solutions, creating sharper images. The LIM can produce greyscale images with a natural resolution up to 1,200dpi and can digitally print variable information such as graphics, barcodes and text up to 1 metre per second.

The patented laser reactive pigments are incorporated into a coating that is conventionally printed onto a variety of products or packaging. When exposed to the LIM, a colour change reaction is generated in the coating resulting in a high definition, premium quality, digital print.

“Building on the huge interest we generated at drupa 2016, the DataLase solution can deliver a unique way to help connect brands with consumers on a one-to-one basis through personalisation and late stage differentiation of products and packaging-- such as adding timely local promotions and marketing material. Real time marketing capability on pack is now a reality,” said Dr. Chris Wyres, CEO of DataLase.

“The digital print and packaging market is growing at a healthy pace,” said Aanand Parthasarathi, Manager, Packaging Programs at Xerox. “Our new lasers, coupled with DataLase technology, will deliver new capabilities in the fulfilment process such as switching languages or a last-minute change in an ingredient list.”

DataLase is seeing the development of a range of market applications for its technology on a global basis. Its technology can be used across a wide range of product and packaging



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applications in the food and drink, pharmaceutical, personal care and household sectors for case coding, labelling, product coding and folding cartons.

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Notes for Editors

DataLase Ltd, a SATO company, is a leading inline digital printing company. Headquartered in 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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