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News Release
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DATALASE & HAVI COLLABORATE ON DIGITAL TOUCHPOINT FOR GLOBAL MARKET

Inline Digital Printing experts DataLase, part of SATO Group, are working in collaboration with HAVI, a packaging, analytic, market analysis and supply chain management specialist, to develop on demand point of sale printing solutions for the food services sector, including restaurants, convenience stores, and fast food outlets.

HAVI collects data gathered from the point of sale to share with suppliers and partners, allowing brand owners to print personalised, real time, contextual information that can be deployed onto packaging at any point in the supply chain. When combined with DataLase's laser activated colour change materials, the partnership will bring innovative solutions for point of sale food service outlets to market, enabling them to expand the interaction and engagement with consumers through personalised packaging.

These solutions will allow brand owners to expand their 'moment of truth' with the consumer; bringing traditional large scale marketing campaigns to a more personalised, one to one level, keeping the consumer engaged and connected with brands, and encouraging repeat business and impulse buying behaviour.

Shane Bertsch, vice president of global innovation for HAVI, said: "Product packaging has the potential to become an adaptable digital touchpoint. With the emergence of the Internet of Things (IoT), packaging companies are beginning to tap into its potential benefits.

"At HAVI, we take pride in being actively involved with our customers and helping them deploy solutions through our business units and talented employees. It was clear to HAVI that partnering with DataLase mutually gives us the opportunity to deliver revolutionary solutions that our customers are asking for, allowing them to deliver one-to-one messaging to personally connect with consumers, whilst building brand loyalty."

The DataLase Inline Digital Printing solution complements this considered approach by creating real-time marketing capability on a product or pack at the point of fill or use. High



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quality graphics, logos and variable data for targeted marketing is lasered onto a pre-printed or flood coated package.

Chuck Pemble, DataLase vice president of business development, Americas, said: “HAVI’s vision for their customers aligns well with DataLase’s strategy for our global solutions. It was a natural fit to partner with HAVI to utilise our global organisations to work towards deploying these solutions.”

The DataLase technology allows true personalisation of products and packs to ensure relevant and timely messages are delivered to targeted groups of consumers. Producing completely bespoke and targeted packaging on a personal, regional or local scale is now a reality thanks to this unique technology.

For more information, please visit www.datalase.com or www.havi.com.

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Notes for Editors

DataLase Ltd., a SATO company, 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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For more information on DataLase, please contact PHD Marketing Ltd, The Nickols Suite, The Barracks, Wakefield Road, Pontefract, West Yorkshire, WF8 4HH. Tel: 01977 708 643 or Email: hello@phdmarketing.co.uk

[\(Note Please add HAVI boiler plate\)](#)

About HAVI

HAVI is a global, privately owned company focused on innovating, optimizing and managing the supply chains of leading brands. Offering services in supply chain management, packaging, logistics and recycling and waste, HAVI partners with companies to address challenges big and small across the supply chain, from commodity to customer. Founded in 1974, HAVI employs more than 9,000 people and serves customers in more than 100 countries. HAVI's supply chain services are complemented by the customer engagement services offered by sister company The Marketing Store. For more information, please visit HAVI.com.

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