



Marketing & Strategy



News Release  
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### **Promotions at Datalase to Support Global Growth**

DataLase, a SATO company, has appointed a new chief marketing officer and made a further two promotions to strengthen its leading revolutionary digital printing position within the product and packaging market.

Mark Naples becomes chief marketing officer, a newly created role following DataLase's acquisition by Japanese company SATO in December 2016. He will be supported by Michelle Muldoon who has been appointed marketing manager, having previously held the role of customer services manager.

Tristan Phillips has been promoted from development engineer to programme manager for hardware. In his new role, he will focus on developing a new system for multi-colour Inline Digital Printing solutions whilst managing the expansion of the hardware team to meet the growing needs of the global business.

Commenting on the new appointments, Dr. Chris Wyres, CEO of DataLase, said: "These changes are part of the overall strategy at DataLase to help build our business globally and leverage our relationship with partners around the world. Individually, these people have shown a strategic vision and commitment to the company and will help us build upon our fantastic reputation within the digital print and packaging marketplace."

Mark Naples previously held the position of vice president for business development, Europe and APAC. He will now be responsible for raising awareness and promoting the benefits and capabilities of the unique DataLase Inline Digital Printing technology with brands, retailers and converters.

Mr Naples added: "We have built an incredible brand at DataLase and the capabilities of our technology is gathering pace. But I feel like we have only scratched the surface of what is possible. I am looking forward to driving the marketing strategy and helping the marketplace to realise the full potential of our unique technology."



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The award winning DataLase technology uses patented laser reactive pigments that are incorporated into a coating, which is then conventionally printed onto a product or packaging. When exposed to a laser, at the point of packing and filling, a colour change reaction is generated in the coating resulting in a high definition, premium quality, digital print. This late stage laser printing of products and packaging enables real time marketing capability for brands and has the ability to unleash the power of the Internet of Things.

DataLase technology can be used across a wide range of applications in the food and drink, pharmaceutical, personal care and household sectors for case coding, labelling, product coding, mailing and folding cartons.

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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](http://www.datalase.com) and follow us on Twitter, LinkedIn and Facebook.

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