

Here is the latest news from Label Traxx

Press Release

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For Immediate Release

Label Traxx Names Luther Erlund VP of Sales & Operations

Milwaukee, WI, *August 2011*—Label Traxx™—the print business management software for narrow web label printers and converters—has named Luther Erlund as Vice-President of Sales and Operations. Announcing the appointment, Label Traxx president Ken Meinhardt commented: “Luther Erlund brings Label Traxx some 35 years of experience in the printing industry, most of which has involved the sales and support of print business management systems. Luther is highly regarded throughout the printing industry, where he is known for his prompt attention to customer needs. His specific experience in the label printing and converting area harks back to the early days of Programmed Solutions, and includes a brief period with Label Traxx nearly ten years ago. Please join me in welcoming him to Label Traxx.”

Label Traxx provides automated job management software for the printing industry. The company was formed as Tailored Solutions in 1993 by Ken Meinhardt and David Porter, both of whom remain active in the business. Worldwide, Label Traxx is the most popular print business management software for flexographic and digital narrow web converters and printers. Label Traxx is designed for use on both Macintosh and Windows platforms. Tailored Solutions is located in Milwaukee, Wisconsin, and may be reached at +1-414-774-9997 or www.labeltraxx.com.