

Here is late News from Tailored Solutions and Label Traxx:

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## **For Immediate Release**

### **Label Traxx introduces direct press data collection**

Milwaukee, WI, August 2010 – Tailored Solutions' Label Traxx – a popular print business management software for flexographic narrow web label printers and converters – will introduce direct press data collection at Labelexpo Americas 2010 in Chicago, September 14-16. The new feature is an integral part of Label Traxx Version 5.6, currently in beta testing and scheduled for full release later in 2010.

Label Traxx direct press data collection is based on the new Label Traxx Auto Traxx encoder, a bustle wheel encoder which mounts on any press and uses a standard USB connection to record substrate roll identification and the exact length of stock to be charged to a particular job. The Auto Traxx encoder can track as many as three materials at a time, and also records average speeds, labels per hour, and the number of good and substandard labels on each run.

“With the introduction of the Auto Traxx encoder, Label Traxx takes the next step in automating and providing traceability in the label production process,” says Ken Meinhardt, president of Tailored Solutions, Milwaukee, WI, USA. “This new direct machine interface further reduces keying and eliminates still another potential source of error in label management. Direct press data collection is particularly useful to HP Indigo and other digital press users, because short run lengths and quick turnarounds typically complicate data acquisition and management. With the Label Traxx Auto Traxx encoder, label printers can increase machine utilization and reduce data errors significantly. The Auto Traxx encoder is the result of extensive testing and evaluation by members of the Label Traxx user group.”

Tailored Solutions provides automated job management software for the printing industry. The company was formed in 1993 by Ken Meinhardt and David Porter, both of whom remain active in the business. Tailored Solutions software is designed for use on both Macintosh and Windows platforms.

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