



Here is late news from Label Traxx and Tailored Solutions (**Hi-Res Images Available**):

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For Immediate Release

Label Traxx Digital File Planner Dramatically Reduces Prepress Time

Milwaukee, WI, July 2010—Label Traxx Version 5.6—now in beta testing and scheduled for full release later in 2010 by Tailored Solutions, the developer—dramatically reduces file preparation time for label printers using both conventional and digital presses, including the HP Indigo WS6000. The Label Traxx digital file planner enables prepress operators to automatically arrange grouped labels into files or plates for press and reduces prepress processing time by 90 percent or more in most cases.

Commenting on the new software capability, Tailored Solutions president Ken Meinhardt said: “When a label printer moves to digital print, they typically process more short-run orders. In many cases, each order may contain a number of SKUs, or variants of the same product, and the customer may order varying quantities of each SKU. Typically, prepress operators must spend a great deal of time calculating the most efficient way to “gang” those labels across the web into files or plates, to minimize splicing and the number of overs produced. In many cases, prepress can become a severe bottleneck in the digital workflow.

“At the click of the button, the Label Traxx digital file planner automatically organizes the order into files according to the order quantity. The prepress operator then has the flexibility to fine-tune the file format even further by hand. When the file planner is used in combination with the Label Traxx JDF module and Esko/Artwork Automation Engine 10 (formerly BackStage), the prepress operator can then click one button to send the file plan automatically to the Esko/Artwork software, which creates the stepped files that will be sent to press. Because Label Traxx creates the file plan so quickly and effortlessly, last-minute changes from one press to another—for example, from an HP WS4500 to a WS6000—are no problem. Reformatting the file takes mere seconds.”

Label Traxx recently conducted a series of comprehensive tests to determine the actual timesavings digital press owners could realize using the new workflow. Label Traxx

Sales Manager Dorothy Asboth commented: “Our tests indicate that printers using digital presses such as the HP Indigo WS6000 can reduce by more than 90 percent the time required to enter a complex order, complete job planning, and transfer the job to the press. The Label Traxx digital file planner is currently installed at beta sites, was debuted at the Digital Label Summit in Barcelona in late June, and will be demonstrated at Labelexpo Americas in Chicago in September.”

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 offers two versions of its powerful job tracking software—Label Traxx™ for flexographic narrow web converters and printers, and Litho Traxx™ for sheetfed lithographic printers and prepress trade shops. All Tailored Solutions software is designed for use on both Macintosh and Windows platforms. Tailored Solutions is located in Milwaukee, Wisconsin, and may be reached at 414-774-9997 or www.tailored.com.

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