



# Press Release

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## For Immediate Release

### Tailored Solutions Label Traxx Now Supports Digital Presses

Milwaukee, WI, *January 2005*—Tailored Solutions Label Traxx™ software for flexographic narrow web converters and printers now supports digital presses such as the HP Indigo press ws4050. With this powerful new feature, Tailored Solutions customers who add a digital press can continue estimating and job costing using the same familiar software as in their narrow web flexo operations. Digital press support by Tailored Solutions Label Traxx means that estimating for digital production no longer need by done using a spreadsheet or generic price list, but can account for individual colors and other label complexities.

Discussing the availability of the new Tailored Solutions Label Traxx digital press support, Tailored Solutions vice-president of sales and marketing Luther Erlund commented: “As label printers adopt new technologies such as digital printing, Tailored Solutions moves quickly to support them and enable them to continue monitoring their operations in a proven and familiar way. Label Traxx can also accommodate a mixed production environment consisting of both conventional flexographic and digital printers.”

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](http://www.tailored.com).

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