



Here is late News from Tailored Solutions and Label Traxx:

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## **For Immediate Release**

# **Label Traxx/Innovative Labeling Solutions Partnership to be Featured at Barcelona Digital Label Summit 2010**

Milwaukee, WI, *May 2010*—Attendees at the Labelexpo Digital Label Summit 2010 in Barcelona, Spain, on 29 and 30 June 2010, will hear details of how two US companies partnered to automate label production. Tailored Solutions Label Traxx™—the most popular print business management software for flexographic narrow web label printers and converters—and Innovative Labeling Solutions—a cutting edge label manufacturer based in Hamilton, Ohio—will jointly discuss how they streamlined order entry and production workflows to dramatically reduce turnaround time and increase production efficiency at the Ohio facility. The presidents of the two companies—Jay Dollries of Innovative Labeling Solutions and Ken Meinhardt of Tailored Solutions—will detail the collaboration in an opening day session which includes demonstrating a multiple item order being processed through Label Traxx, to EskoArtwork BackStage, and then to a digital press.

Discussing the partnership, Tailored Solutions president Ken Meinhardt commented: “By connecting Label Traxx with EskoArtwork BackStage using our JDF/JMF technology, Innovative Labeling Solutions has dramatically improved operations. The company can now create instant digital estimates, enter orders, and upload artwork using the eTraxx digital storefront. We are pleased to have worked with Jay Dollries and his staff in developing new features of significant use to the entire industry. Innovative Labeling Solutions president Jay Dollries added: “Our work with Label Traxx was a true partnership, and the result enables us to operate more efficiently and with more confidence in our data.”

Innovative Labeling Solutions operates one of the most advanced digital label production facilities in the industry, in addition to producing labels using conventional flexographic

technology. The 65,000 square foot Innovative Labeling Solutions facility includes 10,000 square feet devoted exclusively to digital label production. For more information, call 513-860-2457 or go to [www.ilslabels.com](http://www.ilslabels.com).

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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