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For Immediate Release

Label Traxx Linked with Esko BackStage and HP Indigo on Labelexpo 2009 HP Stand

Milwaukee, WI, October 2009—Label Traxx—the popular print business management software for narrow web label printers and converters—linked with Esko BackStage and an HP Indigo press on the HP stand at Labelexpo 2009 in Brussels. This latest integration of three very popular label production products enables Label Traxx users to fully utilize the latest technology in label printing. Using this feature, available in Label Traxx Version 5.5, orders entered by users via the Label Traxx E-Traxx module are automatically transmitted directly to Esko BackStage, where they are formatted for the particular HP Indigo press in production. Complex functions such as step and repeat are handled automatically using industry standard JDF protocols, which eliminate rekeying and the possibility of errors being introduced as files are moved from one stage of production to the next. The software also enables two-way communications, creating a return reporting path for monitoring equipment performance and recording production data.

Discussing the new linkage, Tailored Solutions President Ken Meinhardt commented: “Label Traxx is pleased to provide additional support not only to our many customers with HP Indigo presses, but to our many narrow web flexo customers who utilize Esko BackStage in their workflow. Once again, Label Traxx leads the industry by enabling label producers to take advantage of the latest label production methods.”

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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