

Press Release

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For Immediate Release

Tailored Solutions Label Traxx Users Alert Label Industry to Scam

Milwaukee, WI, *April 2008*—Members of the Tailored Solutions Label Traxx™ Users Group recently were instrumental in the industry-wide exposure of an elaborate attempt to defraud label printers. The scam came to light when a printer member of the Label Traxx User Group decided not to quote a job, and posted it on the forum inviting other Label Traxx users to quote. Subsequent postings on the User Group indicated that other printers had received the same invitation to quote, and at least one suspected that the invitation was a fraud. As the scam came to light, it was publicized even more broadly on the *Label & Narrow Web* magazine website, which fully described the scam at <http://www.labelandnarrowweb.com/articles/2008/03/online-exclusive-scammers-target-converters.php>.

Commenting on the events, Tailored Solutions Sales Manager Dorothy Asboth observed: “The Label Traxx User Group has always been a forum on which users help each other. Generally, this involves assistance in finding the supplier of an unusual substrate, or using the software for a particularly difficult job. But the fraternity created by the group, and the quick response which characterizes use of the forum, meant that Label Traxx users were among the first label printers to be made aware of this potentially costly scam. We are pleased to make the Label Traxx available to our users, and are gratified at their willingness to cooperate and work for the common good of the industry.”

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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