



Press Release

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For Immediate Release

Label Traxx Now Fully Supports HP Indigo Label Production

Milwaukee, WI, *March 2008*—Tailored Solutions Label Traxx™—the popular print business management software for flexographic narrow web label printers and converters—now fully supports HP Indigo presses in label production. Label Traxx Version 5.2, now available, enables HP Indigo users to automatically apply digital parameters including speed, spoilage allowances, impression charges, and other variables to their estimates and costing. As a result, HP Indigo-produced labels can be estimated more accurately than previously possible, and job cost accounting more accurately documents the production process. Particularly significant is a new Label Traxx crossover calculator, which simultaneously compares both digital and flexo costs. Label Traxx uses these calculations to graph costs of both processes, quickly establishing the crossover point and enabling users to determine whether a specific job should be printed digitally or conventionally.

Announcing the support for HP Indigo presses, Tailored Solutions president Ken Meinhardt commented: “These latest enhancements to Label Traxx were developed in conjunction with HP to account for the differences between digital and flexographic label production. More and more label producers have installed HP Indigo presses or are considering doing so, and Label Traxx users also suggested many of the features embedded in this new software.”

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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