



Press Release

For more information, contact Ken Meinhardt at 414-774-9997 or ken@tailored.com

For Immediate Release

Tailored Solutions Label Traxx Marks 15 Years

Milwaukee, WI, *February 2008*—Tailored Solutions Label Traxx™—the popular print business management software for flexographic narrow web label printers and converters—is celebrating its 15th birthday in 2008. In the 15 years since Label Traxx was introduced to flexographic narrow web label printers and converters, it has become the industry standard by which all label and flexo software systems are measured. Today, more than 300 printers rely on Label Traxx to monitor their operations and to provide timely data with which to make key management decisions. From humble beginnings in Milwaukee, Tailored Solutions has grown to include an office in Europe, as well as representation in India, Southeast Asia, and Australia/New Zealand.

Discussing the 15-year milestone, Tailored Solutions president Ken Meinhardt commented: “When David Porter and I introduced Label Traxx in 1993, we hoped it would be a moderate success in the Milwaukee area. We never dreamed that label producers and flexographic printers and converters throughout North America would embrace our concept and make it the most popular software package available in the industry. Today we are rolling out Label Traxx to label manufacturers around the world, and its popularity continues to grow. Our success, of course, is attributable to our loyal customers, and we rely on them to tell us what they need and how they would like the software to evolve. We look forward to serving the industry for many years to come.”

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.

- End -