



## NEWS FOR IMMEDIATE RELEASE

Contact: Ken Meinhardt  
[Ken@tailored.com](mailto:Ken@tailored.com)  
414.774.9997

### **Tailored Solutions Label Traxx™ Software Permits Seamless Order Entry of Fasson® Label Stock**

Milwaukee, WI, *November 2003*—Tailored Solutions Label Traxx™ is the only printing industry job management software which enables seamless data transmission to Avery Dennison/Fasson Roll North America via Fasson Connect.™ The feature, available in the latest version of Tailored Solutions Label Traxx software, makes ordering Fasson label stock easy, fast and reliable. Printers using Label Traxx can dramatically reduce order entry time by connecting directly to Fasson, thus eliminating double entries and greatly reducing the risk of errors. Fasson Connect generates an immediate Email confirmation, and provides an order acknowledgement usually within one business hour.

In discussing the enhancement, Tailored Solutions president Ken Meinhardt commented: “Label printers and converters now can use the most popular job management software in the industry to deal directly with the most popular supplier of labelstock. Tailored Solutions is proud to be the first and only software provider to fill this need.”

Avery Dennison is a global leader in pressure-sensitive technology and innovative self-adhesive solutions for consumer products and label materials. Based in Pasadena, California, the company had 2002 sales of \$4.2 billion. Fasson-brand pressure-sensitive and nonadhesive coated papers, film and foils in roll form are widely used in brand identity, bar-code labeling systems, product identification and other applications by label converters and consumer products package designers and manufacturers.

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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