



Press Release

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For Immediate Release

Tailored Solutions Litho Traxx Version 4.0 Features Automatic Email Status Notification

Milwaukee, WI, August 2004—The latest version of Tailored Solutions Litho Traxx™ print business management software for lithographic printers includes a new feature which automatically notifies designated parties, via Email, of job status changes as they occur. Users of this latest release, Litho Traxx Version 4.0, may select key staff members or customer contacts to automatically receive Email notification alerting them to job status changes such as ‘job on press’ or ‘job ready to ship.’

In discussing the new feature, Tailored Solutions vice-president of sales and marketing Luther Erlund commented: “Litho Traxx Version 4.0 users can reduce customer service representative call traffic, alert sales representatives when individual jobs change status, and generally provide better service to clients by using Email notification. Users can select the events which will trigger notification, as well as create a unique notification list for each job or client. The result is better client service, reduced staff telephoning, and better communication throughout the organization.”

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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