



NEWS FOR IMMEDIATE RELEASE

September 2002 — Milwaukee, WI

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eTraxx = Simplified, Secure eBusiness for Printers

The hyperbole of the dot com era has passed, the printing industry now has evaluated the true effectiveness of the internet as a business tool. The final conclusion is that the internet can be an effective way to conduct business ... another way to set companies apart in customer service.

Litho Traxx, the leader in sheetfed offset management software, introduces a new module, eTraxx for Internet Business. Developed with simplicity and security in mind, eTraxx allows companies to interact with customers via the internet in a secure environment. Company's data remains behind their firewall, while sharing information to the web server and ultimately to the specific customer. All is password protected, so customers see only their information.

eTraxx provides users pre-created interface formats that are completely customizable. Formats include: quote requests, shipment history, fulfillment inventory levels, and order status tracking. Communication remains open with a simple click to email key internal contacts with questions/issues. The printer remains in control of the services provided to the customer without subscription fees or long waiting periods.

"Today's business environment requires excellent customer service, which translates to faster, more efficient communications. Yet, security remains critical," notes Ken Meinhardt, president. "eTraxx provides an affordable format to expand a company's customer service repertoire with low administration and simplified security."

Litho Traxx™ is the only fully integrated job management software system specifically designed for prepress houses and midsize sheetfed commercial printing companies. It covers the entire shop from prepress through bindery and fulfillment, and all functions from estimating through job costing and quality control. Completing the picture is the integrated accounting package specifically created for the printing industry by Tailored Solutions' in-house CPA/programmers to ensure that customers get the stability they expect. Litho Traxx translates into improved service for customers, increased efficiency and better communication across all departments.

Tailored Solutions, Inc., is a software solutions company, located in Milwaukee, Wis., specializing in the development of job management software systems for print. These are written in the relational database language 4th Dimension, for prepress, sheet fed offset and narrow web flexographic printing industries.

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