

Press Release

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

For Immediate Release

Tailored Solutions Adds Web Browser Access For Printer Sales Personnel

Milwaukee, WI, *February 2004*—All Tailored Solutions software—Label Traxx™ for flexographic narrow web converters and printers, and Litho Traxx™ for sheetfed lithographic printers and prepress trade shops—now enable printer sales personnel to access their jobs from remote locations, using a standard web browser. Privacy controls prevent data being viewed by unauthorized personnel. The new remote access capability is embedded in the latest version of the Tailored Solutions E-Traxx module, and is available immediately to all Tailored Solutions print business management system users.

In announcing the new feature, Tailored Solutions vice-president of sales and marketing Luther Erlund commented: “Our new printer sales personnel access is a powerful feature that enables outside sales personnel to quickly determine the current status of the jobs for which they are responsible. Not only does this new Tailored Solutions module empower employees, it greatly reduces internal telephone traffic on customer service desks, thus making print businesses more efficient than ever. Job data are available on a password-protected basis at any hour, from any location, on any computer with Internet access, thus providing extended office capabilities not only to outside sales personnel, but to branch office staff and managers who may be traveling.”

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 -