

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

For Immediate Release

Label Traxx Version 5.5 Links EskoArtwork BackStage and Digital Presses

Milwaukee, WI, November 2009—Label Traxx—the popular print business management software for narrow web label printers and converters—has partnered with EskoArtwork to provide label printers with an integrated and seamless interface between their prepress operation and their presses, including popular digital presses such as the HP Indigo series. The cooperation, which provides print-ready files to the press via a JDF connection, was demonstrated on the HP stand at the recent Labelexpo Europe exhibition in Brussels, Belgium. Now available in Label Traxx Version 5.5, the linkage eliminates rekeying of important information and provides prepress personnel and customer service representatives with immediate status updates when files are received, the proof is ready, when the proof is approved, and when files have been successfully transmitted to the press. Label Traxx users who have implemented the popular eTraxx module can permit clients to see status updates and view artwork for approval.

Jay Dollries, President of Innovative Label Solutions in Hamilton, Ohio, who is implementing the software, observed: “We are very excited about our ability to tie together these two excellent programs and our press. We believe that the Label Traxx/EskoArtwork BackStage collaboration will revolutionize printing with the HP Indigo press, particularly for anyone wishing to do high-volume production. It is particularly gratifying to see two different companies working together so well for the benefit of mutual customers.”

Commenting on the cooperation, Tailored Solutions President Ken Meinhardt said: “The Label Traxx/EskoArtwork BackStage collaboration generated a great deal of excitement at Labelexpo Europe in Brussels, and is now available in North America and everywhere label printers use our popular software. Label Traxx Version 5.5 employs the latest JDF and JMF technology, ensuring that printers will be able to connect with other manufacturers as they incorporate this industry standard technology in their equipment and software. Again, Label Traxx leads the industry with the latest advances in label printing.”

EskoArtwork is a global supplier and integrator of innovative solutions for packaging, commercial printing, sign and display finishing and professional publishing. Its products and services help customers raise productivity, reduce time-to-market, lower costs and expand business. EskoArtwork employs around 900 people worldwide. Its global sales and support organization covers Europe, the Americas, Asia Pacific and

- More -

Japan, and is completed by a network of distribution partners in more than 40 countries. EskoArtwork is headquartered in Gent, Belgium, and has R&D and manufacturing facilities in 5 European countries, the United States and in India. The consolidated full year revenue for 2007 amounted to €170 million, with an EBITDA of €30 million.

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 -