



Join Loftware and A123 Systems on June 29, 2011 to Discuss the Next Generation of Labeling Integration

June 26, 2011 - Portsmouth, NH – On June 29, 2011 Mark Lewis, Director of Value Chain Execution at Oracle, Chris Higgins of A123 Systems and Loftware will host a webcast to discuss a more efficient and cost effective method to printing labels directly from Oracle environments.

This informative webcast highlights why it's important to implement transaction-based label printing in your Oracle environment; how to consolidate inflexible FileDrop printing silos, create label management and improve production standards; as well as address the significant cost savings and overall increase in system performance as you move to a more flexible, advanced and integrated labeling solution.

Chris Higgins from **A123 Systems** will share his first hand experience of the operational efficiencies and benefits resulting from A123's migration from FileDrop printing to the cost effective Loftware Connector for Oracle. Also, Mark Lewis, **Director, Value Chain Execution at Oracle** will address the transforming market drivers leading to the benefits and operational enhancements of transaction based label print and management.

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About Loftware

Loftware is the foremost authority and global market software leader in Enterprise Lifecycle Printing (ELP). ELP is a category of software that enables a holistic approach to barcode labeling, documents, and RFID Smart tags integrated into an enterprise's application infrastructure across the entire supply chain. Loftware's 'no programming required' approach leverages existing data processes to ensure a harmonization of product information from design to delivery. By eliminating redundant data sources, we deliver agile and compliant solutions that offer high-volume print capabilities for SAP, Oracle and legacy systems. In all, Loftware has enabled over 5,000 organizations to quickly develop and deploy complex label and document printing integration with unprecedented domain expertise. Learn more about Loftware by visiting <http://www.loftware.com>.



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ENTERPRISE LABELING SOLUTIONS

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Press Release

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