



## Loftware Affirms Its Commitment to the Beverage Industry; Becomes a Member of American Beverage Association (ABA)

**Portsmouth, NH—August 8, 2011** - Loftware Inc., the foremost authority and global market leader in Enterprise Lifecycle Printing (ELP) software has underscored its commitment to the Food and Beverage industry by becoming an Associate Member of the American Beverage Association (ABA), a national trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages.

The ABA provides a neutral forum in which members convene to discuss common issues while maintaining their tradition of spirited competition in the American marketplace. The Association also serves as liaison between the industry, government and the public, and provides a unified voice in legislative and regulatory matters.

Loftware prides itself on being in touch with industry trends including GS1 and other evolving regulations. By joining ABA, Loftware will bring its breadth of experience, most notably through its [loftwareblog.com](http://loftwareblog.com) — a leading voice on all matters GS1 since 2008—to collaborate with global volunteers from manufacturers, suppliers, government agencies, academia and solution providers on global standards development and best practices that range from barcode labeling, track and trace, to GS1.

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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>.*



Josh Roffman, VP of Marketing and Product Management, stated, “We pride ourselves on being on top of Food and Beverage industry trends, particularly as they relate to barcode labeling solutions, and are excited for the chance to collaborate with ABA, an established, leading beverage association.”

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