



## Loftware Widens its Mark in the Automotive Industry; Becomes a Member of Automotive Industry Action Group (AIAG)

**Portsmouth, NH; August 8, 2011** - Loftware Inc., the foremost authority and global market leader in Enterprise Lifecycle Printing (ELP) for meeting a company’s enterprise labeling requirements continues deepening its focus on and commitment to the automotive industry by joining the Automotive Industry Action Group (AIAG), *a not-for-profit*, globally recognized organization founded in 1982 by a group of visionary managers from Chrysler, Ford Motor Company, and General Motors, as an Associate Member.

AIAG is a unique not-for-profit organization where, for more than 25 years, OEMs, suppliers, service providers, government entities and individuals in academia have worked collaboratively to drive down costs and complexity from the supply chain via global standards development and harmonized business practices. AIAG membership has grown to include preeminent OEMs, such as Caterpillar, Chrysler Group LLC, Ford Motor Company, General Motors Company, Honda, Navistar International, Nissan, Toyota, and many of their parts suppliers and service providers.

By joining AIAG, Loftware continues to stay on top of automotive industry trends—collaborating with global representatives from manufacturers, suppliers, government agencies, academia and solution providers on global standards and best practices involving Automatic Identification/Bar Coding, Materials Management, and Logistics Initiatives within the automotive industry.

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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>.*



“AIAG is a great organization. We are proud to be members of this visionary consortium,” said Josh Roffman, VP of Marketing and Product Management, Loftware. “With hundreds of customers in the automotive industry, joining an automotive industry action group that focuses on the supply chain and barcode labeling is a perfect fit.”

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