



## Loftware's Enterprise Lifecycle Printing Solution Selected by Berlin Packaging

*Selection boosts Berlin Packaging's ability to produce customer-specific labels and leverages existing Oracle/PeopleSoft Applications.*

PORTSMOUTH, NH – June 30, 2011 – Loftware, Inc., today announced that Berlin Packaging, based in Chicago, IL, has decided to standardize its enterprise-wide label printing at its distribution centers nationally using Loftware's Enterprise Lifecycle Printing (ELP) solutions. Berlin Packaging, a leading full-service supplier of plastic, glass, and metal containers and closures, is a privately-held company with sales approaching \$700 million and operations at over 80 locations across North America. The company's products serve national and private label brands in a multitude of markets including personal care, pharmaceutical and health care, food and beverage, chemical and industrial, veterinary, and laboratory.

"Our decision to implement the Loftware Print Server and Universal Connector company-wide enables us to leverage our existing investment in PeopleSoft and meet the pressing demand for customer-specific labels in over 50 different formats. The Loftware Solution delivers increased efficiency and productivity to our distribution centers while providing a highly scalable platform going forward that will help support future growth," said Steve Canter, Director of Systems Integration at Berlin Packaging.

According to Loftware President and Chief Executive Officer Robert O'Connor, Jr., "Berlin Packaging's decision to standardize on Loftware is consistent with what we are seeing with other large organizations, across industries. Companies are looking to leverage a single solution that can scale to meet the demands of a global organization, integrate natively with enterprise applications, and provide the flexibility to support printing throughout their supply chain."

The Loftware Print Server is the most powerful enterprise print solution in the market today. Designed for continuous printing, it has a provable 24 X 7 mission-critical availability with documented 99.99% uptime. Its high speed queuing system delivers rapid print throughput and scales to support the largest printer networks. It includes native printer drivers for 600+ makes and models of barcode and RFID printers and also printer control language for industrial and workgroup document printers.

The LPS features intelligent integration with business-critical applications via pre-built Loftware Connectors (SAP, Oracle or Universal) as well as Loftware Web Services. Moreover, the LPS delivers flexibility to support business operation and IT requirements for production staging; centralized, decentralized or clustered system architectures; virtualization; load dividing; failover; backup and restoration; and disaster recovery.

### **About Loftware**

Loftware is the foremost authority and global market software leader in delivering innovative Enterprise Lifecycle Printing (ELP) solutions for meeting a company's enterprise labeling requirements. In all, Loftware's enterprise label and print management software suites enable over 5,000 organizations running major ERP, supply chain and warehouse management applications from SAP, Oracle and other vendors to quickly develop and deploy complex barcode label and RFID smart label tags. Loftware

also offers a full range of direct consultative and implementation services, reducing overall system delivery times and increasing efficiencies. Learn more about Loftware by visiting [www.loftware.com](http://www.loftware.com). You can follow @LoftwareInc on Twitter

### **About Berlin Packaging**

Berlin Packaging is North America's premier Hybrid Packaging Supplier of plastic, glass, and metal containers and closures. With over 33,000 available SKUs, over 100 packaging consultants, and more than 80 sales and warehouse locations across North America, the company has the right products, expertise, and geographic proximity to help customers increase their net income through packaging products and services. Berlin Packaging supplies billions of containers and closures annually as well as warehousing and logistics services for customers of all sizes in all industries. It is the only company in its sector to be ISO 9001 certified, to have Customs-Trade Partnership Against Terrorism (C-TPAT) certification, and to achieve 99% on-time delivery of its shipments every month for seven years. Related services and specialty product divisions include Studio One Eleven custom packaging and graphic design, Berlin Global sourcing solutions, E3 profit-oriented consulting, Berlin Financial financing for equipment and capital improvements, Dangerous Goods transport, Freund Container & Supply convenience, and Qorpak laboratory supplies. The company can be reached at 1-800-2-BERLIN or at [BerlinPackaging.com](http://BerlinPackaging.com). You can follow Berlin Packaging on LinkedIn and Twitter.

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