



Join Loftware and Cooper Industries on June 14, 2011 and Discover How Labeling Consistency is the Key to Supply Chain Efficiency

June 14, 2011—Portsmouth, NH – On June 14, 2011, Cooper Industries will join Loftware to host a webcast and discuss how any high-tech company can gain consistency of label data and applications, across platforms and beyond business boundaries.

This informative webcast highlights the many challenges global organizations face with standardization on label design, low cost production, ERP integration and distribution while reviewing how the right enterprise labeling solution can make a dramatic difference in the success of your business. Our special guest, **Cooper Industries, a global electronics manufacturer with 143 worldwide locations**, will outline how they deployed Loftware solutions into their SAP environment to meet their key requirements.

Electronics and High-Tech Manufacturers are looking for ways to standardize their applications across the global supply chain. As an enterprise grows through profitability and acquisition, it inherits different ERP systems with disparate data sources. Loftware’s Enterprise Lifecycle Printing (ELP) solution enables a holistic approach to barcode labeling and documents that ensures a harmonization of product information from design to delivery.

Loftware’s EMS Package enables organizations to design labels without coding, initiate printing a label created from a single data source quickly and accurately,

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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>.



and distribute real-time label changes globally to accommodate customer, shipping, and regulatory requirements.

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