



Loftware Plugs Into the Electronics Industry; Becomes a Member of Electronic Components Industry Association (ECIA)

August 8, 2011 Portsmouth, NH—Loftware Inc— the foremost authority and global market leader in Enterprise Lifecycle Printing (ELP) software has become a member of the Electronic Components Industry Association (ECIA), the leading organization in the electronic industry that focuses on electronic component supply chain.

ECIA supports the expanding needs and interests of the global supply chain. The Association connects all facets of the electronic components industry in a way no association has previously: manufacturers, authorized distributors and independent field sales representatives working together as a stronger voice for our entire industry.

Loftware is keenly aware of and sensitive to the changing government regulations and hurdles facing the electronics industry. From counterfeit parts and products to global recalls, Loftware looks forward to collaborating with members, manufacturers, suppliers and solution providers about these pressing concerns, global standards and best practices surrounding the electronics industry.

“Loftware is looking forward to joining an organization that is focused on developing and maintaining supply chain standards within the electronics industry,” Josh Roffman, VP of Marketing and Product Development, “ECIA’s active standards committees have me convinced that Loftware and ECIA are a perfect match.”

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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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Press Release

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