



SAP EcoHub Webcast: Emerging Regulatory Trends and Their Impact on Your Business

April 17, 2011—Portsmouth— On April 14, 2011, Loftware Inc—the foremost authority and global market leader in Enterprise Lifecycle Printing (ELP) software will host, via webcast, a discussion of regulatory enforcement and compliance standards that are rapidly evolving for businesses throughout the globe. The webcast includes presentations from Eric Hargan, former deputy secretary and regulatory policy officer of the **U.S. Department of Health and Human Services**, and Mr. Kevin Czajkowski of **Philips Respironics**.

Key topics that will be discussed include government oversight; technology improvements that enhance the traceability of products; globalization initiatives focusing on harmonization; and worldwide battles against counterfeiting.

As an SAP Partner and SAP Certified Integration provider, Loftware Connector for SAP Applications takes ERP system label printing to a new level, driving a seamless flow of supply chain and manufacturing operations and providing one solution for the many topics discussed in this webcast. Additionally, Loftware helps thousands of customers across 25 industries address evolving regulatory issues including—through its loftwareblog.com – serving as a leading voice on all matters GS1 since 2008.

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>.



LOFTWARE™
ENTERPRISE LABELING SOLUTIONS

166 Corporate Drive ■ Portsmouth, NH 03801 ■ Tel: (603) 766-3630 ■ Fax: (603) 766-3631

Press Release

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>.