



Food & Beverage Industry Thought Leader to Discuss, via Webcast, the Impact of GS1 Regulation

September 15 - Portsmouth, NH - On September 19, 2011, Eric Hargan, industry expert and published author who served as Deputy Secretary of the U.S. Department of Health and Human Services and Regulatory Policy Officer over the FDA, will lead a Loftware-hosted webcast to discuss the implications of GS1 regulations on the food and beverage industry.

In the food and beverage industry government regulations and emerging industry standards from GS1, FDA, USDA and the EU increasingly require consistent and accurate barcode labeling. In order to avoid mislabeling, regulatory fines and other consequences due to these industry standards, reliable and precise labeling is becoming a necessity.

Among other topics in this webcast Mr. Hargan will discuss track and trace issues within the food and beverage industry; GS1, the FDA and the past, present and future of traceability; and the implications of barcode labels for the food and beverage industry at large.

Loftware’s intelligently integrated labeling solutions are the preferred choice of hundreds of leading food and beverage companies worldwide, enabling them to drive high volume labeling using their existing, native systems while offering the flexibility to meet the evolving demands of regulatory changes. This includes satisfying and overcoming GS1

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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 FDA challenges through the implementation of a centralized, uniform labeling system.

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