



PRESS RELEASE

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## Version 2.0 of Industry-Leading, Loftware Connector® – Certified for Integration with SAP NetWeaver®

*Empowering users to drive label printing natively from within SAP® applications*

PORTSMOUTH, NH – October 6, 2010 – Demonstrating its continued commitment to enterprise labeling solutions for customers, Loftware announced the launch of version 2.0 of the Loftware Connector. The solution has achieved certified integration with the SAP NetWeaver® technology platform, through which the Loftware Connector 2.0 extends its industry-leading integration with the foundation for running and extending SAP Business Suite software. Through the integration, Loftware Connector empowers users to drive label printing natively from within SAP applications.

Hundreds of multinational companies have already achieved a significant ROI by deploying the Loftware Connector and leveraging its intelligent integration capabilities. The Loftware Connector integrated with SAP NetWeaver is an IT-friendly labeling solution that does not require additional coding. It assures fast and reliable transmission of the data needed for label processing from SAP applications and enables users to apply intelligent filters and business logic. This powerful feature eliminates custom scripting and other expensive tasks required to implement a full-scale enterprise-wide labeling system.

In the latest version of this solution, key advances in the product include an enhanced user interface and an expanded Connector Console, which have been added for improved usability as well as visibility and control over database and printer status and configuration. Expanded support for asynchronous print job updates from the spooler has been added, as well as support for more operating system platforms, including Windows Server® 2008.

“No organization has spent more time on, or knows more about, the integration of enterprise product labeling technology and solutions than Loftware,” said Josh Roffman, vice president of Marketing and Product Management at Loftware. “With this release, Loftware Connector has achieved certified integration with SAP applications, through which customers can quickly benefit from the use of Loftware Connector with SAP applications.”

“The Loftware Connector has delivered tremendous return on investment for our company, as it provides us with the ongoing ability to support our changing label printing requirements in a very smooth manner,” said Faycal Chraibi, SAP Technical Delivery Manager, from Givaudan Suisse SA. “We deployed it with minimal installation effort and very limited changes to our existing label printing practices or implementation of SAP solutions, and without any retraining of our end users.”

### **About Loftware**

Loftware is the foremost authority and global market software leader in delivering innovative business solutions for meeting a company’s enterprise labeling requirements. 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).