

## Now Available—Industry-Leading, Loftware Connector<sup>®</sup> 2.0 for Use with SAP<sup>®</sup> Applications

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

PORTSMOUTH, NH – March 8, 2011 – Paving the way to a new approach in enterprise labeling solutions, Loftware announced today the general availability of the Loftware Connector 2.0 for use with SAP<sup>®</sup> applications. The second generation of this powerful solution has achieved certified integration with the SAP NetWeaver<sup>®</sup> technology platform, validating that the Loftware enterprise labeling solution integrates with SAP components via open interfaces. It delivers a seamless flow of business data to and from SAP applications while further ensuring data integrity. Through the integration, Loftware Connector 2.0 empowers users to drive label printing natively from within SAP applications.

Hundreds of multinational companies have already achieved a significant return on investment by deploying the Loftware Connector and leveraging its intelligent integration capabilities. Loftware Connector 2.0 is the IT-friendly labeling solution that can be quickly deployed without requiring additional, costly coding. It helps assure 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.

This important release delivers an enhanced Configuration and Diagnostics User Interface for improved usability as well as visibility and control over database and printer status and configuration, support for asynchronous print job updates from the SAP spooler, and a streamlined installation process. Loftware Connector 2.0 also offers customers more deployment options by adding support for the latest 64-bit operating system platforms including Microsoft<sup>®</sup> Windows<sup>®</sup> 7.

“The release of this product is proof-positive that Loftware is taking enterprise labeling to a new level,” said Josh Roffman, Vice President of Marketing and Product Management at Loftware. “Customers can leverage their existing SAP investment and increase productivity throughout their supply-chain using one interface, one resource, one solution.”

### **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).

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