

## Loftware to Exhibit at WestPack Expo in Anaheim February 14th – 16th

**Portsmouth, NH—February 14, 2012** – Loftware, Inc., the global leader in enterprise labeling, has announced its participation at the WestPack Expo in Anaheim, California from February 14-16<sup>th</sup>.

WestPack Expo is a comprehensive packaging resource event that provides the opportunity to experience the newest technologies and equipment first-hand, meet suppliers one-on-one, and compare solutions side by side. Over 2,000 suppliers featuring materials, equipment, systems, and services in every aspect of advanced manufacturing gather to share top industry standards and practices. WestPack Expo attracts major manufacturers across the globe to learn about new and emerging trends specific to their industries.

WestPack annually brings together thousands of companies, many which are Loftware customers, to learn from each other. This is an exclusive opportunity to explore first-hand how Loftware has met labeling needs of major manufacturers worldwide. Whether you need to address enterprise labeling challenges such as adhering to regulatory standards, avoiding mislabeling fees, protecting brand reputation, establishing business continuity and meeting customer-specific requirements, Loftware can deliver an efficient and flexible enterprise solution.

For over 25 years, Loftware has solved complex enterprise labeling challenges that lead to increased sales, reduced cost, improved efficiency and brand reputation.

To learn more about Loftware, Inc. visit us on the exhibit floor at the [WestPack Expo—Booth 5453](#) or visit [www.loftware.com](http://www.loftware.com).

### **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



**LOFTWARE**<sup>™</sup>  
ENTERPRISE LABELING SOLUTIONS

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processes to ensure a harmonization of product information from design to delivery. By eliminating redundant data sources, Loftware delivers 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 [www.loftware.com](http://www.loftware.com).