



## **Loftware Extends Unrivaled Integration Capability for Enterprise Labeling**

Loftware Unveils Universal Connector 4.0, Powered by Expanded Business Logic and Database Connectivity

**Portsmouth, NH – November 29, 2011** – Loftware Inc., the foremost authority and global software leader in Enterprise Lifecycle Printing (ELP) software, announced the newest release of its Universal Connector. The 4.0 release offers next generation business logic and database support to handle the most challenging labeling requirements while easily integrating with virtually any enterprise or custom application.

Loftware's Universal Connector stands out in the market as the only software that offers fully integrated and configurable business logic. Version 4.0 enables customers to have boundless flexibility in "ordering" and "chaining" business rules, while offering expanded capabilities to trigger business logic based on incoming variable data delivered via file drop or external applications.

Version 4.0 also introduces expanded database support that empowers customers to drive label and document printing from any JDBC-compliant database as well as an updated Administration Console that streamlines the user interface and provides more control over business rule management.

The Loftware Universal Connector integrates ERP, SCM, WMS, and other custom applications with the Loftware Print Server. Customers are shortening production cycles by natively printing labels and documents directly from their enterprise applications, providing the agility to meet real-time industry, regulatory, and customer specific labeling requirements.

"Hundreds of Loftware customers use our Connectors to support the complexities of label printing on an enterprise scale," said Josh Roffman, Vice President of Marketing and Product Management at Loftware. "This release provides our customers with a new level of flexibility and control to meet these labeling challenges while integrating with their existing enterprise application infrastructure."

The Loftware Universal Connector 4.0 is available for customers as part of their support and maintenance contract at no additional charge.



**LOFTWARE™**  
ENTERPRISE LABELING SOLUTIONS

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**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, 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).