

## **NEWS FOR IMMEDIATE RELEASE**

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### **eTraxx = Simplified, Secure eBusiness for Flexo Printers**

The hyperbole of the dot com era has passed, the printing industry now has evaluated the true effectiveness of the internet as a business tool. The final conclusion is that the internet can be an effective way to conduct business ... another way to set companies apart in customer service.

Label Traxx, the leader in flexo management software, introduces a new module, eTraxx for Internet Business. Developed with simplicity and security in mind, eTraxx allows companies to interact with customers via the internet in a secure environment. Company's data remains behind their firewall, while sharing information to the web server and ultimately to the specific customer. All is password protected, so customers see only their information.

eTraxx provides users pre-created interface formats that are completely customizable. Formats include: quote requests, shipment history, fulfillment inventory levels, and order status tracking. Communication remains open with a simple click to email key internal contacts with questions/issues. The printer remains in control of the services provided to the customer without subscription fees or long waiting periods.

"Today's business environment requires excellent customer service, which translates to faster, more efficient communications. Yet, security remains critical," notes Ken Meinhardt, president. "eTraxx provides an affordable format to expand a company's customer service repertoire with low administration and simplified security."

**Label Traxx™** remains the innovation leader in flexographic management software. It handles projects from estimating to job costing and accounting and has a Stock Product Module for management and distribution of finished goods. It allows companies to manage all aspects of their business, from estimating through accounting. Label Traxx easily tracks customer/prospect histories by unlimited criteria, locates tooling information, checks roll stock availability, creates multi-press tickets for complex jobs, seamlessly converts estimates to orders and accurately collects shop floor data to analyze the cost of producing jobs. Label Traxx translates into improved service for customers, increased efficiency and better communication across all departments.

**Tailored Solutions, Inc.**, is a software solutions company, located in Milwaukee, Wis., specializing in the development of job management software systems for print. These are written in the relational database language 4<sup>th</sup> Dimension, for prepress, sheet fed offset and narrow web flexographic printing industries.

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