



Press Release

For more information, contact Ken Meinhardt at +414-774-9997 or ken@tailored.com

For Immediate Release

Label Traxx Partners with UPM Raflatac to Streamline Electronic Ordering

Milwaukee, WI, *October 2007*—Tailored Solutions Label Traxx™—the popular print business management software for flexographic narrow web label printers and converters—now connects its European users seamlessly with UPM Raflatac. Via Raflink Direct Link, European Label Traxx users can access the Raflatac order system directly from their software, making ordering Raflatac label stock easy, fast and reliable. Printers using Label Traxx can dramatically reduce order entry time by connecting directly and securely to the UPM Raflatac Raflink Business Line, thus eliminating double entries and greatly reducing the risk of errors. UPM Raflatac systems also provide immediate order confirmation and advance shipment notice data. Using the convenient bar code scanning feature of Label Traxx software, users can scan incoming and work-in-process UPM Raflatac material to easily maintain an accurate inventory.

Discussing the enhancement, Tailored Solutions president Ken Meinhardt commented: “Label printers and converters in both Europe and North America now can use the most popular job management software in the industry to deal directly with a major vendor of label stock. Tailored Solutions is proud to be the first and only software provider to fill this need.”

UPM Raflatac, a UPM Label Division, is a leading supplier of paper-based and film pressure sensitive label stock, and radio frequency identification (RFID) tags and inlays. With 2006 sales of some US\$1.3 billion, and 2500 employees, UPM Raflatac has manufacturing facilities in Finland, France, Spain, the United Kingdom, Australia, China, Malaysia, South Africa, and the United States. UPM Raflatac self-adhesive roll stock is sold to converters and printers through a network of terminals and sales offices throughout the world.

Tailored Solutions provides automated job management software for the printing industry. The company was formed in 1993 by Ken Meinhardt and David Porter, both of whom remain active in the business. Tailored Solutions offers two versions of its powerful job tracking software—Label Traxx™ for flexographic narrow web converters and printers, and Litho Traxx™ for sheetfed lithographic printers and prepress trade shops. All Tailored Solutions software is designed for use on both Macintosh and Windows platforms. Tailored Solutions is located in Milwaukee, Wisconsin, and may be reached at +414-774-9997 or www.tailored.com.

- End -