



## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

### **Innolutions Inc. highlighting benefits for Label printers**

***Windsor, NJ – September 10, 2012* – During the upcoming Label Expo and GraphExpo, Innolutions Inc. is focusing on demonstrating the benefits their web printing control systems provide to label and commercial printers.**

Flawless reproduction, increased cost for resources and high customer expectations are just a few of the challenges that label printers face today. Innolutions' booth display is demonstrating how printers can master those challenges with their innovative technology.

The featured CRC2K Color Register Control allows label printers to print tiny register marks either along or across the web and is compatible with a wide variety of substrates, including paper and polymer. It can be used for a variety of printing processes such as offset, flexo and hybrid. In addition, statistical register information can be used for optimizing overall press efficiency and web tension. Registration of all colors is calculated from a single image. This best represents the color register of the final delivered product, resulting in significant waste reduction during roll changes and improves overall print quality.

innolNK– a cloud based Ink Key Presetting System – is compatible with all types of heat-set, non-heatset and UV-set offset printing presses. Since it is cloud-based, no computer hardware, installation or initial capital investment is required. Savings are realized from the very first use; virtually eliminating expensive make-ready waste due to color.

#### **About Innolutions:**

Innolutions Inc. has been providing Web Printing Control solutions to the printing industry for more than 20 years and can look back on a wealth of experience and the proven performance of their equipment. As a market leader, Innolutions strives to make affordable products that are press operator friendly and provide attractive ROI. Complete customer satisfaction is one of the main goals of Innolutions and their large installed-base speaks for itself. Visit them at Label Expo, booth 3701, and GraphExpo, booth 2853.

#### **For more information, please contact:**

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