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**FOR IMMEDIATE RELEASE**

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**FREELIN-WADE SOLVES MAJOR BUSINESS PROCESS CHALLENGES WITH TEKLYNX  
ENTERPRISE LABELING SOLUTION**

*Errors and Costly Customer Returns Cut by 50 Percent*

**MILWAUKEE (Oct. 23, 2012)** – [TEKLYNX International](#), the world’s leading developer of barcode labeling software solutions, announces the successful installation of their enterprise labeling solution for Freelin-Wade, one of North America’s largest independent manufacturers of plastic tubing. A new [TEKLYNX case study](#) outlines the significant impact TEKLYNX CENTRAL has made on Freelin-Wade’s product labeling process.

“Our team researched and evaluated several solutions, but found pretty quickly that TEKLYNX CENTRAL was the best fit,” said Calvin Hansen, IT Manager at Freelin-Wade. “The TEKLYNX team listened to what we needed and worked to make certain their solution addressed each of our issues. TEKLYNX CENTRAL integrates processes that allow for growth and the advanced software capabilities enable us to plan our business five – even 10 – years ahead. I couldn’t do that before our collaboration with TEKLYNX.”

TEKLYNX CENTRAL is a flexible software solution that can easily adapt to a company’s existing business processes. Since implementing the off-the-shelf solution, Freelin-Wade has seen a 50 percent reduction in labeling errors, which has led to an equal decrease in costly customer returns. The software pulls data from Freelin-Wade’s existing ERP system, which has allowed the label creation process to be automated. The company has also taken advantage of TEKLYNX CENTRAL’s customizable user interface to incorporate language familiar to end users and enforce business process.

“The successful implementation with Freelin-Wade reflects the impact TEKLYNX CENTRAL is having as more companies look to streamline their labeling processes,” said Laura Henderson, Managing Director of TEKLYNX Americas. “Freelin-Wade is one of many TEKLYNX customers who have recognized the value TEKLYNX CENTRAL can bring to their business, and we are thrilled at the results they’ve experienced. We look forward to supporting Freelin-Wade in their future project work.”

To read more about Freelin-Wade’s success with TEKLYNX CENTRAL, download the case study at <http://www.teklynx.com/en/resource-center/case-studies/freelin-wade>.



## SOFTWARE SOLUTIONS

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### **About TEKLYNX International**

TEKLYNX International is the world's leading developer of barcode labeling software solutions. Its products feature the widest range of device and driver support in the industry. TEKLYNX is a Microsoft Gold Certified Partner, Oracle Gold Partner, and has connectivity relationships with multiple Enterprise Resource Planning (ERP) software providers. More than 600,000 companies in 120 countries rely on its integrated software solutions for supply chain automation, warehouse management, shipping and receiving, inventory control and asset management. TEKLYNX is headquartered in France with operations in the United States, Europe, Japan, China, and Singapore. More information on TEKLYNX International is available at [www.teklynx.com](http://www.teklynx.com).

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