
FOR IMMEDIATE RELEASE**Loftware Enhances Revolutionary Enterprise Labeling Solution -
Releases Loftware Spectrum® 2.5**

Portsmouth, NH — September 09, 2014 - Loftware, Inc., the global leader in Enterprise Labeling Solutions, today announced significant enhancements to their revolutionary 100% browser based, all-in-one Enterprise Labeling Solution, releasing [Loftware Spectrum® 2.5](#). Adding to the innovative architecture and unlimited access and capability for label design, enterprise integration and intelligent on-demand printing, Spectrum 2.5 offers powerful new features including Reusable Objects, Character Level Formatting (CLF), Distributed Services, and a Web Services Data Service.

The power of Spectrum 2.5's Reusable Objects enables individual label components to be saved, shared and reused to speed design, reduce duplication of effort and ensure consistency. Organizations can group objects including text, shapes, barcodes, images, prompts, formats and label data sources that have already been approved and share these reusable objects across their global deployment. Also, CLF capability gives designers additional flexibility to dynamically manipulate any character or word in a text field including bold, italic, underline, superscript, subscript, font, font size and position, color, text direction and line breaks within a single text field, while minimizing the number of templates required. The feature offers extensive flexibility enabling users to address regulatory standards, such as European Union ([EU regulation 1169](#)), without having to change their source of data.

Loftware is extending Spectrum's already robust integration capabilities, including certified integrations to [Oracle®](#) and [SAP®](#) applications, with extended support for Web Services Data Service in the Spectrum 2.5 release. This integration offers infinite flexibility to leverage proven Web standards, providing customers access to applications and other third party products using SOAP (Simple Object Access Protocol), to enable data to be pulled from any application or repository via Web services.

With Loftware Spectrum, scalability and reliability are integral to the architecture. Spectrum 2.5 offers advanced Distributed Services, which extend existing failover and high availability capabilities and enable load balancing to optimize performance in high volume environments for greater speed and efficiency.

“Loftware Spectrum offers the unrivaled power and flexibility that large global customers require. Version 2.5 introduces powerful features that extend Spectrum's ground breaking design and integration capabilities while offering advanced deployment capabilities to meet the needs of companies with the most complex, high-volume environments,” stated Mark Wick, Loftware VP of Software Development.

Several new design and print features were added to enhance and streamline the user experience. Spectrum 2.5's new Default Data feature enables users to save time and ensure templates match the desired output by allowing sample data to be used in the design. Also, to reduce errors and ensure consistency, Spectrum 2.5 users can display Variable Images on Forms to validate that the correct label has been selected prior to printing. Other enhancements include Document Tags, which enable label level metadata to drive sophisticated business logic to provide further flexibility in implementing label-centric business rules. Additionally, users can streamline the design process and support segregation of users in design and print roles.

“Spectrum has been very well received by our enterprise customers who are addressing complex, global labeling challenges across a wide range of industries. This release offers significant new functionality that integrates several key enhancements based directly on customer feedback,” stated Michael Ward, VP of [Loftware Technical Services](#).

To find out more about how customers have realized significant benefits, take a look at the [Hypertherm case study](#) and discover how Loftware Spectrum helped this customer greatly improve uptime to realize millions in savings. Also, review Loftware's article [Top 5 Trends in Enterprise Labeling](#) to learn how a variety of developing trends in enterprise labeling are driving leading global businesses to reassess their supply chain strategy to streamline their processes, meet compliance, and initiate best practices or visit enterpriselabeling.com, a blog that discusses all things labeling.

About Loftware

Loftware, Inc. is the global market leader in Enterprise Labeling Solutions with more than 5,000 customers in over 100 countries. Offering the industry's most comprehensive labeling solution, Loftware's enterprise software integrates SAP®, Oracle® and other enterprise applications to produce mission-critical barcode labels, documents, and RFID Smart tags across the supply chain. Loftware's design, native print, and built-in business rules functionality drives topline revenue, increases customer satisfaction, and maximizes supply chain efficiency for customers. With over 25 years of industry leadership, Loftware's enterprise labeling solutions and best practices enable leading companies to meet their customer-specific and regulatory requirements with unprecedented speed and agility.

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