NiceLabel launches game changing software platform and new product line

Wauwatosa, WI, (July 12, 2016) – NiceLabel, the world's leading developer of label and marking productivity software solutions, has released a groundbreaking new software platform "NiceLabel 2017" and introduced a completely new product line that extends from label designers to enterprise label management solutions. The new software has capabilities that allow businesses to achieve maximum print productivity.

It's with 25 years of industry experience and several years of development that NiceLabel introduces its next generation future-proof technology platform that is better by design and provides unique business benefits that embody the principle Do more. Faster. With less.™

"*Printing the right label template with the right data is business critical for a company of any size. The NiceLabel 2017 product line is designed to help businesses mitigate risk, increase agility and streamline their labeling processes. It is modular and allows users to easily design and print labels, control label printing and manage their entire label and marking process, providing them with previously unattainable levels of print productivity*," stressed **Ken Moir**, VP of Marketing at NiceLabel.

NiceLabel's next generation software solutions are unique in their simplicity, familiarity and ease of use. NiceLabel is the only labeling software with a user interface built on the same principles and user experience as Microsoft® Word, allowing anyone to quickly design professional labels without barcoding, design or advanced computer skills. The program includes many pre-built templates and a library of labels that align with industry standards like GS1, AIAG, ODETTE, etc. and can be easily modified to meet customer requirements. NiceLabel is also the only vendor that provides spreadsheet and database connectivity across its entire product line.

NiceLabel 2017's unmatched on demand print capabilities help companies achieve new levels of accuracy with less manual printing effort. The new software empowers business users to create custom printing applications, streamlining complex printing processes and eliminating errors. With NiceLabel, organizations can integrate and automate printing from existing business systems without any coding, so they can significantly reduce printing effort and increase productivity.

Companies that need to adhere to quality management guidelines and/or operate in regulated industries will benefit from NiceLabel's all-inclusive label management system (LMS) that includes everything they need to standardize, centralize and control their entire labeling process.

To learn more about NiceLabel 2017 or to download a free trial, please visit www.nicelabel.com.

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About NiceLabel:

NiceLabel, established in 1993, is a leading global developer of label and marking productivity software solutions that help SME and large enterprises reduce complexity and mitigate risk while meeting compliance requirements and increasing productivity, quality and agility. NiceLabel's design, print and management solutions are modular, easily configurable and scalable so they enable best practice labeling processes to be implemented quickly. This provides significant ROI over the lifetime of their use. NiceLabel is a Microsoft Gold Certified Partner, Oracle Gold Partner and SAP partner. As the world's leading developer of Microsoft Windows drivers for thermal and direct marking printer technologies, NiceLabel software is shipped by the world's largest printer manufacturers and used by the majority of Fortune 500 companies. Through its headquarters in the EU (Slovenia) and global offices in Germany, USA, Singapore and China, NiceLabel serves and supports its clients around the world with technology at the forefront of market demand.

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