

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **General Data Acquires Color Label Solutions Inc.**

*Acquisition expands General Data's label solutions offerings to include on-demand color labeling for existing and new markets.*

**CINCINNATI – March 1, 2019** – General Data Company, Inc., a leading manufacturer and provider of labeling, barcode identification, data management and equipment service products and solutions, has announced that it has acquired Color Label Solutions, Inc. of San Clemente, CA, a value-added reseller and integrator specializing in on-demand color label printing solutions.

Color Label Solutions, Inc was established in 2013, and provides on-demand color label printing and packaging solutions for applications including GHS labeling, manufacturing, food labeling, product labeling, access control, and the cannabis industry. With this acquisition, General Data will expand its customer base in the industries and markets across the US that Color Label Solutions currently serves. General Data will also be adding new label manufacturing and coating equipment and capabilities to produce both stock and custom digital color inkjet labels to supply the growing on-demand and pre-printed color label markets. Color Label Solutions will continue to operate as a standalone business unit of General Data, serving customers across the US.

"We are very excited about the new opportunities that Color Label Solutions brings in the on-demand and pre-printed color label and flexible packaging markets," said Peter Wenzel, President and Chief Executive Officer of General Data. "Color Label Solutions has become a preferred provider of color label printing solutions to a number of markets, including the fast-growing cannabis market. Bringing them on board gives us the critical knowledge and market access needed to grow this business."

"Color Label Solutions was started to help customers move to print on-demand color label printing. Becoming part of General Data and their broad portfolio of products, services and solutions was a natural next step for us to take," said Guy Mikel, President of Color Label Solutions, Inc. "By joining General Data, Color Label Solutions will remain competitive in the color label market long term."

Financial details have not been disclosed. Both companies are privately held.

#### **About General Data Company, Inc.**

*Headquartered in Cincinnati OH, General Data Company Inc., (<http://www.general-data.com>) is a leading innovator and provider of labeling, identification, tracking, and printer service solutions. General Data's products, services and solutions enable organizations to improve efficiencies, enhance productivity, reduce costs and better serve their customers. General Data has sales and service locations throughout the US.*

#### **About Color Label Solutions, Inc.**

*Headquartered in San Clemente, CA, Color Label Solutions, Inc., (<http://www.colorlabelsolutions.com>) is a valued-added reseller specializing in print on-demand color label systems. Color Label Solutions has deployed print on-demand color label solutions in hundreds of companies and industries, and provides customers online training and support.*

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