



the professional
labeling software

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Euro Plus is the second best growing company in Slovenia

We are proud to announce that Euro Plus is a business award winning company.

Kranj, October, 2005 – Euro Plus, a leading supplier of printing software for the Automatic Identification and Data Collection industry (AIDC), is proud to announce that we were presented with the most important business award in Slovenia.

This is the most prestigious business award in Slovenia, held since 1999 and it's called Gazelle by the theory of David Birch, a small business guru.

Gazelles are companies which start up being small - yet, they grow very quickly and in that respect create the majority of new jobs.

In 1979, the then unknown, now famous US researcher of entrepreneurship David Birch published a report on creation of new jobs in the United States of America. In his report he pointed out that more than two thirds of the increase in the employment derived from companies themselves employing less than 20 people each. Following the analysis of start-ups, growth and ceasing of companies, he analyzed in detail the process of new jobs creation, and for that purpose broke down the companies into three categories: mice, gazelles and elephants.

Mice are very small companies that are created very quickly, but which at the same time cease to operate very quickly, and as such do not contribute to creation of new jobs.

Elephants are large companies who on the average are losing jobs.

Gazelles are companies which start up being small - yet, they grow very quickly and in that respect create the majority of new jobs. Thus, to a large extent the ability of an individual economy to grow and create employment is dependent on its ability to foster gazelles.

We are working hard to keep the pace with the Gazelle theory and we are aware of that it would be impossible to reach this kind of results without having a great relationship with our partners.

For more detailed information on NiceLabel please visit www.nicelabel.com.

About NiceLabel

NiceLabel is a family of professional labeling software products that provide a complete bar code printing solution to desktop and enterprise users. It is available in three editions:

Express, Pro and Suite. NiceLabel is translated in 23 different languages. Its power is unleashed in combination with over 1000 true Windows thermal printer drivers. Thoughtfully designed user interface, rich integration options and unique data-entry application provide the quickest and most productive label design and printing possibilities. For more details, please visit the NiceLabel web site at <http://www.nicelabel.com>.

About Euro Plus

Euro Plus is one of the world's major software and service providers in the area of Automatic Identification and Data Collection. The company is recognized for the state of the art labeling software and true Windows drivers for thermal printers. As a Microsoft Certified Partner and Oracle Certified Partner, Euro Plus presents a perfect business opportunity for all those searching for a highly capable and reliable partner for years to come. The company is headquartered in Kranj, Slovenia, Europe. More information is available at <http://www.europlus.si>.

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