



the professional
labeling software

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For immediate release!

New company launch: introducing NiceLabel Germany

Successful entry with a new office – NiceLabel Germany is a direct response to high dynamics and excellent potential Euro Plus recognizes on the strong German market.

Kranj, September 22., 2008

“NiceLabel Germany is our natural response to recognized German trends in labeling industry and high business goals we have set to ourselves. Increasing pressure from our competitors forces us to penetrate new markets and give greater added value to our customers. Local presence and support is in this sense the key benefit we wish to offer to our existing and potential business partners,” said Matej Košmrlj, managing director at Euro Plus.

Euro Plus holds the complete ownership over NiceLabel Germany, although its management remains independent. With its base in Obertshausen, NiceLabel Germany is lead by Thomas Beyer, a highly experienced and professional expert in labeling solutions industry. The product range of the company is based on NiceLabel, a family of professional labeling software for complete bar code, labeling, RFID and printing solutions for desktop, enterprise and mobile users, addressing the needs of various local industries, such as automotive, agricultural, warehousing, distribution and retail.

All existing business opportunities and ongoing projects of Euro Plus can now be comfortably driven from NiceLabel Germany, exploiting all the benefits that the local presence and support can offer, with Euro Plus still representing a strong backbone to the German company.

“ NiceLabel Germany will become the central point from which the access to all customers will be easy, customized and very competitive. With its mature nature and recognized potential, the German market sets high expectations for us. We believe NiceLabel Germany will gain a high market share with the NiceLabel family and successfully create a strong partner base to meet our future prospects, “ said Thomas Beyer, Managing Director at NiceLabel Germany.

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About NiceLabel

NiceLabel is a family of professional labeling software products that provide a complete bar code printing solution to desktop and enterprise users. NiceLabel consists of three major product series:

- *Standard Series – NiceLabel product series for barcode and RFID label design, printing and entry-level integration.*
- *Enterprise Series – NiceLabel product series for centralized printing system management and integrated high-volume printing*
- *Developer Series – NiceLabel product series for software publishers and system integrators*

NiceLabel is translated in 25 languages. Its power is unleashed in combination with over 1200 true Windows thermal printer drivers. Carefully and creatively designed user interface, rich integration options and unique data-entry application provide the quickest and the most productive label design and printing options. For further details, please visit <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 its 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 companies searching for a highly capable and reliable partner for future business. The company is headquartered in Kranj, Slovenia, Europe. More information available at <http://www.europlus.si>.

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