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- - PRESS RELEASE - -

MaverickLabel.Com Patents Quoting Technology that Integrates Multiple Quoting Systems into a Consolidated Label Printing Quote for Customers

FOR IMMEDIATE RELEASE

October 10, 2009 – Edmonds, Washington - MaverickLabel.Com[®], a leading custom printed label manufacturer, has received a patent on their technology for consolidating multiple quoting systems into one customer interface. The job quoting technology, with the registered trademark "UberQuoter[®]", has the ability to access multiple quoting engines—be they simple tables, complex databases, or real-time algorithms— and retrieve product information in order to deliver an optimized quote for the printing of custom labels.

Ordering [product labels](#) can be a complex process with many product variables such as label shape, material, number of colors, laminate type, etc. There are also parameters for how the labels should be received by the customer: the total quantity, the amount per shipment, the timeframe for delivery, etc. Each specification changes how the order could be completed. MaverickLabel.Com's UberQuoter[®] technology uses a decision support system to integrate the various specifications provided by the customer and provide a set of quotes that is presented by price or delivery time.

From a manufacturing and delivery perspective, MaverickLabel.Com has different presses, manufacturing capabilities, and locations. Different production methods (e.g. digital, flexographic, offset, hot stamp, silkscreen, etc.) dictate which machines and locations could handle the order. The UberQuoter[®] technology enables MaverickLabel.Com to manage their resources while providing an instant quote to the customer. Plus it allows the company to bring new technologies to the customer quickly, integrating them into the quoting system as they are brought on line.

Rick Kent, president and "Chief Science Officer" of MaverickLabel.Com, comments, "The patent is for a technology that we are only beginning to capitalize on. The UberQuoter has the potential to incorporate more and more technologies on the back end. And, for our customers, it holds immense opportunity to help them through the ordering process, improve their experience, and get the right product to them, at the best price, with optimum turnaround time."

The UberQuoter[®] technology integrates the decision support system into the label order specification page on the website. From a website usability and customer-

satisfaction perspective, the technology helps the customer as they input their information; much like an expert at a label shop would help the customer with their order. "The web experience taps into the idea of having an expert guide [the customer] through the choices to ensure that the finished product is correct," explains Kent. "Perhaps a certain kind of material they've selected can't be embossed; if embossing is an important feature to them, then the quoter alerts the customer so they can make a different selection right then."

When the company began in 1994 there were no formal quoting systems online. Instead proprietary techniques were used to provide pricing to their customers. Eventually the team built an algorithm-based quoting system targeted at just one of their printing technologies. As the company added more capabilities and manufacturing systems, each required a separate quoting engine, which led to customer confusion on which quoter to use. At that point MaverickLabel.Com decided they needed to develop a streamlined system that helps their customers through the quoting process. From this, the UberQuoter technology was born.

"And it's never done," says Kent. "We are constantly adding to the website and the decision support system. As our business and technologies expand, so will the UberQuoter®."

About MaverickLabel.Com®

MaverickLabel.Com offers hundreds of custom and stock label products, in a secure, online environment. In addition, the company has one of the most comprehensive ordering systems available, including online proofing and online design tools for most items. Visit <http://www.mavericklabel.com/> for more information

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