



Étiquettes Multi-Action Labels Licenses NCR's Two-Sided Thermal Label IP

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Adds Two-Sided Label Printing to Its Specialty Label Offerings

DULUTH, Ga., Sep 23, 2011 (BUSINESS WIRE) --

[Étiquettes Multi-Action Labels](#), a Canadian provider of labels and printing equipment, has agreed to license two-sided thermal label printing intellectual property (IP) from [NCR Corporation](#) (NYSE: NCR). This license gives Multi-Action the right to make, use and sell two-sided thermal label material under NCR's two-sided thermal paper intellectual property.

"We at Etiquettes Multi-Action Labels are pleased to be involved with 2ST," said Jonathan Bourbonniere, president, Etiquettes Multi-Action Labels. "We feel that this is a revolutionary product solution that will be a major market hit for years to come. We have already seen encouraging results from our clients and our market research, and we plan to implement this solution in-house in order to take advantage of its tremendous cost and environmental benefits as well as better present it to our customers."

NCR's 2ST™ [two-sided printing technology](#) improves the efficiency of the printing process by allowing simultaneous printing on both the front and back side of a label, receipt or other media. By using less paper, it also helps reduce environmental impact while optimizing productivity and lowering costs. In fact, NCR itself [has implemented 2ST label printing](#) solutions into its consumables warehouses, streamlining its shipping processes and reducing associated costs by 30 percent.

"We are pleased that more and more leading companies are seeing the value of two-sided thermal printing," said Sean Fernandez, senior vice president and general manager of NCR [Consumables Solutions](#), a leading provider of printer consumables. "From receipts at the bank or grocery store to labels at the biggest shipping companies in the world, we strongly believe that our 2ST label printing solution can have a major impact in helping businesses reduce their related operating costs while realizing meaningful environmental advantages."

NCR is offering commercially attractive IP [licensing](#) terms to other label manufacturers and paper mills interested in its two-sided thermal printing technology. For more information on NCR's licensing program, contact the company at two.sided@ncr.com.

About Multi-Action

Headquartered in Quebec City, Multi-Action's core business is coating and manufacturing adhesive labels and offering a selection of printers, electronic hand labelers, and labeling systems. Multi-Action fabricates adhesive labels for their clients in every industry, whether food, pharmaceutical, commercial, distribution or manufacturing. Multi-Action also offers recyclable label backing to reduce their client's ecological footprint as well as converted and unconverted labels for 2ST thermal printing. Learn more at www.multiaction.ca.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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SOURCE: NCR Corporation

NCR Corporation
Jeff Dudash, 919-435-6976
jeff.dudash@ncr.com