



Ward/Kraft Licenses NCR's Two-Sided Label IP

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Simultaneous printing on both sides of the label reduces costs and improves operations

DULUTH, Ga.--(BUSINESS WIRE)--Apr. 5, 2012-- Ward/Kraft, Inc., a national leader in manufacturing business forms, labels, plastic cards and other commercial materials, has signed an agreement to license two-sided thermal label intellectual property (IP) from [NCR Corporation](#) (NYSE: NCR). This license will allow Ward/Kraft to manufacture 2ST™ label material as part of its label production process.

"We see great operational value in the use of two-sided thermal labels in the manufacturing and shipping process, making NCR's innovation in this area a great opportunity for our customers," said Mark Tucker, president, Ward/Kraft. "2ST products are rapidly growing and we feel confident that the opportunity to manufacture the raw material within the converting process will allow us to offer more advantages to our customers and accelerate that growth even more."

NCR's 2ST [two-sided printing technology](#) improves the efficiency of the direct thermal printing process by allowing simultaneous printing on both the front and back side of a label or other media. 2ST labeling improves operational throughput which reduces operating costs and environmental impact.

"NCR has already integrated 2ST labels into our own manufacturing and shipping process, and we've seen operational cost reductions of more than 30 percent," said Eddie Noel, senior vice president and general manager, NCR Consumables. "By licensing 2ST label technology to a market leader such as Ward/Kraft, businesses will be able to realize similar benefits in their shipping operations."

NCR is offering commercially attractive IP [licensing](#) terms to printer manufacturers and other businesses interested in its two-sided thermal printing technology. Leading printer manufacturers such as [ToshibaTec](#) and [Sato](#) currently offer 2ST label printers. For more information on NCR's licensing program, contact the company at two.sided@ncr.com.

NCR's 2ST two-sided printing technology is being used on receipts and other materials. Some of the applications include retail point-of-sale receipts incorporating return policies or customer satisfaction surveys, deposited check images on bank ATM receipts, special offers on gasoline pump receipts, and airline dual purpose boarding pass / receipt documents.

About Ward/Kraft Inc.

Ward/Kraft is family owned with headquarters in Fort Scott, Kansas. They have manufactured printed products for the trade only since 1972. Ward/Kraft has the most diverse product offering in the industry. For more information please contact Ward/Kraft at 800-821-4021 or info@wardkraft.com.

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, 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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NCR is a trademark of NCR Corporation in the United States and other countries.

Source: NCR Corporation

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