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FOR IMMEDIATE RELEASE

Label Insight and LANSA Partner to Deliver Complete View of Product Data

Industry leaders unite to provide a robust data solution for CPG brands and retailers, empowering them to better fulfill consumer demand for product transparency

Chicago, IL — October 25, 2016 – [Label Insight](#), the leading provider of data solutions that power transparency between CPG brands, retailers and consumers, and [LANSA](#), a leading provider of Product Information Management (PIM) and GS1 Solutions, today announced they have partnered to offer a product data solution that will help brands provide consumers with the detailed level of product transparency they desire.

The partnership provides LANSA's customers with access to Label Insight's cloud based data refinery, which will work to capture, analyze and enrich data from product packaging in order to generate a new range of insights not typically included on the packaging. The end result is a more robust view of customers' product data in the LANSA Data Sync Direct PIM solution.

The partnership also makes participation in the [SmartLabel](#) initiative fast and easy for LANSA customers, as their product information can be automatically mapped to SmartLabel pages via Label Insight's [SmartSPEC](#) solution. This enriched product information can be integrated back into the client's LANSA Data Sync Direct PIM, making it readily accessible across the organization.

"LANSA is committed to product transparency and we look forward to making it easier for our customers to maintain a single source of truth for their data," said Kevin Corcoran, Director of Sales & Channel Management at LANSA. "Through our partnership with Label Insight, we'll provide our customers with enriched product information that's consolidated into one system of record. This enriched data makes it easy for our joint customers to access extended product information and participate in the leading industry transparency initiative, SmartLabel."

"We are driven by our commitment to transparency and a desire to help customers effectively participate in the SmartLabel initiative," said Ronak Sheth, Chief Customer Officer at Label Insight. "By joining forces with companies like LANSA that share these values, we are positioned to make a significant impact in the industry. Together, we can help retailers and brands establish consumer trust through product transparency."

Label Insight's extensive network of partners includes retailers, advisory groups, industry organizations, image and packaging innovation solutions, product information management platforms, measurement and analytic providers and eCommerce platforms.

LANSA

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About Label Insight

Label Insight is a cloud based data refinery for product data that powers transparency between CPG brands, retailers and consumers. The company works to capture, analyze and enrich data contained on the packaging and labeling of food, pet and personal care products. Label Insight's platform enables transparent, open access to accurate product information, containing more than 300,000 products, representing 80% of the top purchased CPG products in the USA today. Label Insight customers use this data to provide greater transparency to consumers; easily participate in industry and government initiatives, such as SmartLabel; create more connected omni-channel experiences; and maximize category growth potential. To learn more about Label Insight's and how the company is helping brands fulfill consumer demand for product transparency, please visit www.labelinsight.com.

About LANSA

LANSA is a leading provider of business process integration and data synchronization software. LANSA's product suite spans the entire supply chain process with solutions for GDSN participation, Product Information Management and Data Quality. LANSA is a Solution Provider for many GS1 Member Organizations worldwide and is a leading 1WorldSync Solution Provider. LANSA is working with market category leaders include COTY, Del Monte Foods, Godiva, Hain Celestial, Hunter Fan and Pernod Ricard. Established in 1987, LANSA supports thousands of companies around the world with its products and services. For more information, please visit: www.datasyncdirect.com.