



PRESS RELEASE

Silver Fox brings even better technology to labelling!

London, UK January, 2012 – Silver Fox is proud to announce the launch of their latest **wrap-around cable labels** at Data Centre World 2012. The show takes place at Olympia in London from the 29th February – 1st March.

After extensive research and utilising the latest technology, Silver Fox has developed a whole new family of cable wrap-around labels. These combine all the benefits of an extremely durable label incorporating very strong adhesive, while maintaining the highly opaque print surface available from our traditional range. This new production style brings with it the further benefit of significantly lower costs.

These labels can be printed on any standard office laser printer and can be used in conjunction with our industry leading Labacus Innovator software, which is pre-loaded with these new templates and downloaded free from www.silfox.com.

Nick Michaelson, CEO comments, *“Silver Fox has invested heavily over the past 20 years – our key focus has been to produce highly durable labelling solutions that can be quickly and easily prepared and applied. In short, we turn time into profit. We are sure that our extra cost savings will be well received by our customers.”*

Other Silver Fox innovations at the show include the new upgraded **Optical Fibre Flag labels**. These labels have been redesigned to address the tricky issues involved with labelling thin optical fibre cables.

For your free label sample pack visit us on **Stand G46** at the show or call our sales department on **+44 (0)1707 37 37 27**.

About Silver Fox

Founded in 1980, Silver Fox Ltd has become well established worldwide in providing easy-to-use, fast, durable labelling solutions for the global energy, data and telecoms industries. The company was granted the Queen's Awards for Enterprise, International Trade in 2005. We recognise quality, durability and reliability of our labelling solutions are of critical importance, and so in addition to our own strict quality control and internal testing, we also test our labels at recognised Independent UKAS certified test laboratories in compliance with a number of different MIL and other standards. Silver Fox is ISO 9001:2008 registered.

Note to editors

Visit us at **Stand G46**, Data Centre World, London, 29th February – 1st May 2012

For more information, visit www.silfox.com. For the latest news updates, follow us on Twitter @sil_fox

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