



Cross-Core™ Technology Expands into Europe with New UK Facility

Personalisation equipment specialists, Cross-Core™ Technology, open UK offices to service European demand.

Cross-Core™ Technology, a global leader of equipment and consumable solutions for the gift, membership and loyalty card manufacturing industry, has announced the opening of a new office in the UK to service increasing market demand across Europe more effectively. The new showroom and technical sales facility will be based in Weymouth, Dorset, to offer product demonstrations, technical support and warehousing. With the rapid growth of high-speed card personalisation in Europe, the new facility is also intended to provide world-class customer support for the region, along with engineering and fabrication capabilities for customised equipment solutions.

Cross-Core™ Technology launched their newest production line, the Crossover Series Card System, earlier this year, and has already installed several systems successfully in the U.S. and Australia. With the rapid growth of the gift card market in Europe, the new UK office will provide customers with regional support for fast response and turnaround. Featuring the most advanced platform in the card industry, the new '[Crossover](#)' system provides cutting-edge features and benefits throughout the entire production platform, all engineered to exceed the latest market demands for precision, reliability and ease of use.

Wally Lowe, President of Cross-Core™ Technology said, "This is a very dynamic time for card manufacturers in Europe. The gift card market is growing exponentially and we are committed to providing customers with the service and support necessary to meet each new challenge. Having a direct presence in Europe ensures we achieve that goal and we look forward to playing a role in their ongoing success."

Antony Altoft has been appointed Head of European Operations and joins the company from FastPaq Ltd, a company he founded that manufactures ultra-high speed labeling equipment. With years of experience developing software and designing microprocessor embedded systems and electronics, he brings extensive technical expertise along with significant business development experience. Commenting on his appointment, Antony said, "I'm delighted to be on board at such an interesting time for the company and look forward to building relationships with new customers and expanding the Cross-Core™ product line across Europe."

For further information about Cross-Core™ Technology, please visit www.cross-core.us

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Editors Notes:

Cross-Core™ Technology Inc. designs, manufactures and integrates a wide range of innovative identification solutions for the packaging, direct marketing and global card industries. Headquartered in Florida and with a dedicated new UK facility serving the EU, the company provides decades of experience and expertise in high resolution DOD inkjet printing, magnetic stripe encoding, feeder and vacuum transport technology, vision verification systems and high speed labeling and labels.

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