



PRESS RELEASE

For Immediate Release

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Datamax O'Neil Printer Supplies Introduces its SafeD-Band™ Wristband Product

Wristband for Patient Identification can Reduce Errors in Healthcare Environment

Orlando, FL – September 5, 2007 – Datamax O'Neil Printer Supplies announces the release of its new SafeD-Band direct thermal wristbands for patient identification. According to the Institute of Medicine, each year as many as 98,000 fatal errors are made because the right patient may not get the right medicine, the right dosage, through the correct route, or at the right time. Positively identifying the patient with the use of bar coded wristbands is the first critical step in ensuring patient safety.

Datamax's SafeD-Band wristbands provide a one-step, one-product solution that supports the Joint Commission on Accreditation of Healthcare Organization's (JCAHO's) patient safety initiatives and complies with Health Insurance Portability and Accountability Act (HIPAA) health information privacy standards. The patient information is printed directly onto the wristbands using direct thermal technology that provides high quality, easy-to-read information, including a bar code. Direct thermal technology eliminates the need for a two-step operation as it does not require a ribbon, toner or a separate label to be inserted into the wristband.

The SafeD-Bands are constructed of an ultra lightweight, latex-free synthetic material that features a unique thin lined edge that offers superior patient comfort. The bands include a tamper evident feature so that they cannot be fraudulently transferred from one person to another. They also feature a UV coating to protect the high quality image from water, soap, lotions, and other commonly found products in the healthcare environment. SafeD-Bands are available in adult, pediatric, and neo-natal sizes for use in most Datamax and competitive brand thermal printers.

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"The new SafeD-Band product, combined with bar code technology, allows healthcare providers the foundation for preventing potentially fatal errors by enabling immediate and automated access to critical patient information at the point of care," said Pat Geraghty, Vice President of Sales and Marketing for Datamax O'Neil Printer Supplies. "As a result of using this technology, errors can be eliminated reducing costs, enhancing patient safety, addressing regulator requirements and preventing fraud."

About Datamax O'Neil Printer Supplies

Datamax O'Neil Printer Supplies is a world-leading producer of desktop and portable printing solutions and a subsidiary of Datamax Corporation; part of the Dover Product Identification Group. Datamax O'Neil Printer Supplies designs and manufactures both stock and custom direct thermal and thermal transfer labels, tags, tickets, and receipt paper for bar code and RFID labeling applications. Their product line also includes thermal transfer and dot matrix ribbons. The company services industries worldwide, including retail, distribution, manufacturing, healthcare, law enforcement, parking, utilities, transportation, route accounting and direct store delivery. Datamax O'Neil Printer Supplies has manufacturing facilities in Robinson, IL and Lake Forest, CA. For more information, contact Datamax O'Neil Printer Supplies at 407-523-5657 or visit <http://www.datamaxmedia.com> or www.oneilinc.com.

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