

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **General Data Acquires National Custom Labels**

*Acquisition expands General Data's reach and underscores its commitment to the label distributor network.*

**CINCINNATI – February 3, 2025** – General Data Company, Inc., (<https://www.general-data.com>) a leading manufacturer, coater, and provider of products and solutions for labeling, barcoding, RFID, data management, and equipment service, has announced that it has acquired National Custom Labels (<https://www.nationalcustomlabels.com>) of Brazil, Indiana, a label converter specializing in supplying custom labels to the trade for industries including retail, manufacturing and healthcare.

National Printing Converters (NPC) was started in 1963 in Los Angeles, California, supplying printed tape to the aerospace industry. In 1972, NPC expanded by opening a second manufacturing facility in Indiana to distribute label and printing products across the country. The brand was recently updated to National Custom Labels (NCL) to better align with their core capabilities – the design and production of custom labels.

With this acquisition, General Data will expand its customer base in the industries and markets across the US that National Custom Labels currently serves. National Custom Labels will continue to operate as a division of General Data out of their Brazil, Indiana facility, located just 16 miles from Terre Haute.

“We are very excited to welcome NCL into the General Data family,” said Peter Wenzel, President and Chief Executive Officer of General Data. “Their reputation for producing top quality, competitively priced custom labels is well-known throughout the trade, and their focus on providing excellent customer service is a natural fit with General Data.”

“This deal is a tremendous benefit to NCL, our employees, and our customers,” said Brian Buckley, President of National Custom Labels. “Not only will we be able to take advantage of General Data’s significant buying power, we can now bring General Data’s expanded product line to our distributor customers, including an extensive stock label catalog, digital labels, and shrink sleeves. There will be no disruption in the service, quality, and flexibility our customers have come to expect from NCL. ”

Financial details have not been disclosed. Both companies are privately held.

#### **About General Data Company, Inc.**

Headquartered in Cincinnati, Ohio USA, General Data Company Inc., (<https://www.general-data.com>) is a leading innovator and provider of labeling, coating, identification, printing, tracking, and equipment service solutions. General Data’s products, services, and solutions enable organizations to improve efficiencies, enhance productivity, reduce costs, and better serve their customers. General Data has manufacturing, sales, and service locations throughout the US.



Smarter Technology. Exceptional Results.

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#### About National Custom Labels

National Custom Labels (<https://www.nationalcustomlabels.com>) is a converter and producer of custom labels for the trade. Formerly known as National Printing Converters, National Custom Labels was originally founded in 1963 in Los Angeles, CA. Today, National Custom Labels' headquarters and manufacturing facility is located in Brazil, Indiana USA.

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