



Contact  
Michelle Herbrand  
Marketing Manager  
Mobile 949-394-1974  
+1 657 258 0816

[mherbrand@printronixautoid.com](mailto:mherbrand@printronixautoid.com)

## **Printronix Auto ID Names ABA Moriah Corporation as North American National Parts Distributor**

**BREA, Calif., November 06, 2017** — [Printronix Auto ID, Inc.](#), a global leader in enterprise grade industrial printing solutions, is pleased to announce its partnership with ABA Moriah Corporation (Warrenton, VA) as North American | National Parts Distributor.

The partnership with ABA Moriah Corporation will provide Printronix Value Added Resellers (VARs) with an additional source for purchasing genuine Printronix Auto ID spare parts and printheads. With over 40 years of field service and parts logistics experience, ABA Moriah Corporation is uniquely qualified and strategically located to optimize accessibility for same day shipments. They offer extended hours and multiple, fully stocked warehouse locations across the US.

Printronix Partners can still purchase spare parts and printheads directly from Printronix and printheads will continue to be available through traditional distribution outlets. The addition of ABA Moriah Corporation as National Part Distributor will provide Printronix VAR's with added benefits such as same day shipments, increased product availability and faster delivery times.

"We value our Partners and are constantly looking for ways to make it easier for them to do business with us" said Kevin Aie, COO Printronix Auto ID. "We are confident that our partnership with ABA Moriah Corp will provide our Partners with several key value-add enhancements, while maintaining their existing discount structure. Please join us in welcoming ABA Moriah Corporation as our National Parts Distributor."

*Printronix Auto ID / ABA Moriah Corporation / National Parts Distributor – Channel Partner Value Add:*

### **Seamless Transition**

- No loss or change to your existing spares or printhead discount
- Pre-approved net terms for all existing Printronix Auto ID partners
- Dedicated | Spares Program Manager

## **Improved Logistics**

- (3) warehouse and distribution locations: California, Texas and Virginia
- Large inventory of spares and printheads
- Support available 8:00 AM – 5:00 PM (local-time in all regions)
- Quick response time
- Same day order shipments (MUST) be received by 3:30 PM (EST)
- Domestic and international shipping
- Blind drop shipments

## **ABA Moriah Corporation | Spares Program Contact**

- David Carrillo | Yorba Linda, CA
- Email Address: [dcarrillo@abamoriah.com](mailto:dcarrillo@abamoriah.com)
- Direct Line: 540.349.3166 x 121
- Mobile Line 714.376.0226

**For additional program details, please feel free to contact David Carrillo directly.**

## **About Printronix Auto ID**

Printronix Auto ID is a global leader in business-critical printing solutions; offering the most reliable assortment of industrial printers, supplies and parts in the industry. As a fully owned subsidiary of TSC, Printronix Auto ID functions as an independent business that is empowered to leverage its established leadership in thermal printing technologies. The product portfolio of Printronix Auto ID includes thermal barcode, RFID and groundbreaking ODV validation solutions. Delivering the highest print quality, superior validation features, enterprise grade usability and ruggedness, Printronix Auto ID solutions are backed by industry-best service and support. The company is committed to being a strategic asset to supplier manufacturing, distribution, and retail companies around the world.