



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

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

## **Printronix Extends Mobile Thermal Barcode Printer Offering**

**IRVINE, Calif., June 16th, 2014** — [Printronix Auto ID, Inc.](#), a worldwide leader in business-critical industrial printing solutions for over 40 years, announces the launch of the M4L portable barcode printer. The M4L joins Printronix Print Cart in the line of mobile printing solutions, further extending a growing category within industrial printing. The M4L is designed to run at full-printing capacity for extended lengths of time – 30% longer than competitive models – to maximize warehouse efficiency so workers can print and apply labels at the point of application.

“Building on the success of the Printronix mobile Print Cart, the M4L addresses the portable needs of the most demanding supply chain environments while delivering superior service that our customers count on,” said Mark Edwards, Senior Vice President, Global Sales and Marketing, Printronix. “Warehouse, factory & distribution center workers at our highest volume customers now have an easy-to-use portable printer that will increase efficiency and accuracy.”

### **Easier Integration, Reliability You Can Trust**

The M4L integrates seamlessly with factory-ready ZPL II® & CPCL emulations, and secure Bluetooth® and WiFi 802.11 b/g/n. The unit connects directly to legacy systems and devices which streamlines integration into diverse industrial environments.

Additionally, the M4L’s durable construction can withstand drops of up to six feet when housed in its protective case; keeping workers productive and reducing costs associated with printer downtime. The M4L prints up to four IPS on standard and custom media, and features easy media loading. A comprehensive list of accessories is also available for the M4L to meet all your portable needs.

To view the complete product information and the entire family of Printronix products, go to [www.primtronixautoid.com](http://www.primtronixautoid.com).

### **About Printronix Auto ID**

Printronix is a leader in business-critical printing solutions, offering the most-trusted selection of ultra-reliable printers, services, supplies and parts for environments demanding high reliability and low printing costs. The company offers two of the most-trusted brand names in industrial, back office and supply chain printing, Printronix and TallyGenicom, known throughout manufacturing, distribution, retail, banking, healthcare, government and other enterprises across the globe. The combined brand portfolios include the highest quality line matrix, thermal and RFID printers, and service management solutions. Printronix was founded in 1974 and is headquartered in Irvine, Calif. For additional information, visit [Printronix.com](http://Printronix.com), [Twitter](#) or [Facebook](#).