



Contact  
Michelle Herbrand  
Marketing Manager  
Mobile 949-394-1974  
+1 657 258 0816 x302  
[mherbrand@printronixautoid.com](mailto:mherbrand@printronixautoid.com)

## **Printronix Auto ID Expands Portfolio with Launch of Affordable T400 Desktop Printer Series**

**Brea, CA. February 16, 2017**– Printronix Auto ID, a global leader in business-critical printing solutions, today announced the release of the affordable **T400 Compact Desktop Printer** series. Engineered for a wide variety of industries and applications that require a reliable and cost effective printer, the T400 comes with robust features and a level of performance usually associated with more expensive printers.

Clocking in with speeds of 6 inches per second, 64MB of RAM, and 128 MB of Flash Memory, this desktop printer is a workhorse with unrivaled levels of productivity. The T400 combines its compact frame with a durable double clamshell construction allowing it to easily handle the most challenging of desktop environments.

“Reliability and high-performance have been the hallmark of Printronix Auto ID products. The introduction of the T400 printer series, our first desktop category offering, demonstrates our commitment to deliver on our pledge to bring our customers printing solutions with exceptional value”, stated Plamen Petkov, General Manager at Printronix Auto ID.

Elaborating on the overall business strategy for the product Petkov continued, “The T400 is designed to meet the needs of a wide range of healthcare, retail, shipping and receiving applications. We are thrilled by the opportunity it presents for us to expand our footprint beyond the markets that we already have an established presence in.”

Customer benefits of the T400 include:

### **Affordable Performance:**

- Fastest printer in its class with market leading RAM and Flash memory for non-stop productivity

- Increased uptime with capability to hold large 5" diameter media roll

**Ease of Use:**

- Intuitive and compact design that enables easy media loading
- Versatile performance for a variety of applications like nursing stations, patient wristbands, point of sale, shelf labeling, pick tickets, and more

**Reliable Operation:**

- Durable clamshell construction to meet the needs of the busiest desktop environment
- Defends against malicious breaches with comprehensive WiFi security protocol suite, and optional state of the art 802.11 a/b/g/n connectivity

David Hawkes, Senior Product Manager said, "The T400 is a truly exciting product for us. We've been known for providing reliable enterprise-grade printers for high volume labeling duties. Now we are well positioned to suit a broader range of desktop applications where keeping costs low and productivity high are a priority." He further continued, "With speeds of 6 IPS, and significant advantages in both RAM and Flash memory in its category, this is an affordable printer that is engineered to outperform the competition."

For more information on the T400, go to: [printronixautoid.com/product/t400](http://printronixautoid.com/product/t400)

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**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 [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.

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