

Press Release

Printronix Auto ID launches T800 thermal printer, industrial features in a compact, desktop model

- *Enterprise level productivity*
- *Optional UHF RFID*
- *First thermal printer desktop to be built on Printronix Auto ID System Architecture (PSA)*

Newhaven, 13 November, 2018 – Strengthening its existing desktop thermal printer range, Printronix Auto ID has just announced the launch of its T800. This high performance thermal desktop printer, with enterprise level productivity built on the successful PSA platform, delivers advanced security protocols and comes with the option to encode and affordably print RFID labels.

“Don’t be fooled by its compact size,” says Neil Baker, Printronix Auto ID’s Sales Manager UK, Ireland & South Africa. “The new T800 offers superior reliability, versatility and productivity and is geared towards demanding print environments and enterprise applications. Its double-wall, clamshell construction enables it to withstand temperatures of 5°C to 40°C.”

The T800’s high performance ARM A7 processor offers fast time to first print and it’s easily capable of producing over 1,000 labels per day. Its 300 metre long ribbon ensures fewer roll changes and therefore less downtime.

T800 is the first desktop thermal device to be built on PSA. In the past, this platform has only ever featured in Printronix Auto ID’s high-end industrial printers. A quick change memory card (QCMC) stores printer configuration and network settings thus simplifying printer installation and operation, which, in turn, improves productivity.

The T800 is compatible with PrintNet Enterprise Auto ID software that enables the device to be monitored and controlled remotely. The T800 has ten printer language emulations that allow it to seamlessly fit into any environment.

But one of the key differentiators of the T800 is its RFID capabilities. “Industries like retail, manufacturing and healthcare are increasingly using RFID to enable them to track products through the supply chain, check stock in real time or locate crucial equipment,” says Jon Trippett, Printronix Auto ID’ Sales Manager UK & Ireland.

“Up until recently, the cost of RFID labelling has proved too high a barrier for entry for many businesses but T800’s optional UHF RFID feature makes label printing not only highly affordable but also fast and easy,” says Jon. The T800 supports labels as small as .625 inches long and its antenna can be adjusted for non-standard inlay positions.

T800 promises industrial-class productivity, dependability and versatility but in a compact, affordable model. It will prove as capable on a busy shop floor or warehouse as in a laboratory or retail environment.

For more information, visit www.printronixautoid.com

ENDS

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. Fully owned by TSC Auto ID Technology, Printronix Auto ID functions independently and 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. Printronix Auto ID is committed to being a strategic asset to supplier manufacturing, distribution, and retail companies around the world.

Customer Contacts:

Neil Baker, Sales Manager UK, Ireland & South Africa, TSC Auto ID Technology EMEA GmbH,
Phone: +44 (0) 7464 445 004, EMEA_Sales@PrintronixAutoID.com, www.PrintronixAutoID.com

Jon Trippett, Sales Manager UK & Ireland, TSC Auto ID Technology EMEA GmbH,
Phone: +44 (0) 7887 508909, EMEA_Sales@PrintronixAutoID.com, www.PrintronixAutoID.com

Press Contact:

Daniela Kroboth, Marketing Manager EMEA, Phone: +44 (0) 1273 616455,
EMEAMarketing@PrintronixAutoID.com, www.PrintronixAutoID.com

Str8 Marketing, Jane Brodie, +44 (0) 1327 830625, jane@str8marketing.co.uk