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## **Printronix Shatters \$1,000 Price Barrier with T2N Thermal Barcode Printer**

**IRVINE, Calif., May 14th, 2015** — [Printronix Auto ID, Inc.](#), a worldwide leader in business-critical printing solutions, today rolled out the T2N series and created an opportunity for distribution, logistics, manufacturing, retail and healthcare companies to adopt thermal bar code printing technology at the lowest cost available. Priced below competitive models, the T2N series comes standard with Ethernet connectivity and design features that enable faster installation. The T2N provides the best value in the market, aggressively priced less than \$1,000 USD for the 203 dpi model.

“With the introduction of the T2N, Printronix now offers a wider range of thermal bar code printers targeted to different business environments,” said Mark Edwards, senior vice president, global sales and marketing, Printronix. “The T2N satisfies the most cost-conscious buyer sourcing for a reliable entry-level printer while other models in our portfolio address the needs of midrange and high-performance applications. Whether you’re establishing industrial printing operations or simply expanding a well-running environment, Printronix has the thermal printing solution for you.”

### **More Standard Features, Smoother Integration and Faster Installation**

Printronix created the T2N series to bring thermal bar code printing to budget-minded buyers who don’t want to sacrifice quality. In this entry-level industrial printer segment where Printronix did not compete previously, the T2N registers as a “best value.” Its outstanding performance and standard features usually are not found in this price range. Printronix designed the T2N to meet the needs of customers in a wide variety of industries and complements Printronix’s successful line of midrange and high-performance bar code printers.

“The compact design of the T2N occupies a small footprint for easy installation, also making it ideal for retail and healthcare environments where space is limited. It measures a mere 11

inches by 17 inches and weighs only 24 pounds,” Edwards said. “The T2N provides Printronix with new opportunities to deliver the best-value thermal bar code printer to both developed and emerging markets.”

Printronix’s new T2N industrial barcode printers will begin shipping in March 2013 and are available for ordering now. The series includes direct thermal and transfer thermal printers with print speeds of up to 6 ips and offers PGL, ZGL and EGL emulations. Serial, USB and Ethernet connectivity comes standard, as does 32 MB SDRAM and 8 MB flash memory; a SDMC slot is available for memory expansion as well as to add the optional Andale or DBCS fonts. The T2N features 450M (1,476 feet) side-loading ribbon capacity.

To view the complete series, go to [www.printronixautoid.com](http://www.printronixautoid.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, Twitter or Facebook.