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Printronix Auto ID Powers its Reseller Community with Launch of New Partner Program

BREA, Calif., July 1st, 2016 — [Printronix Auto ID, Inc.](#), a worldwide leader in industrial printing solutions, today announced the launch their new partner program, Power Partner. The program is designed to recruit, retain, and enable a rich ecosystem of reseller partners that facilitate mutual customers to accelerate the adoptions of cutting edge printing and validation solutions.

“The Power Partner program supports committed partners and handsomely rewards high performance in a fashion that strengthens loyalty and builds market share for our brand,” said Plamen Petkov, general manager at Printronix Auto ID. “We have designed this program with the singular goal of proliferating opportunities for our channel community, and increasing our resource commitment to those in the ecosystem that reciprocate.”

Printronix Auto ID’s new partner program provides the channel with tools and resources to extend the trust and reliability of its products and services to their customer base. The program includes Platinum Partners, Gold Partners and Authorized Partners. As an exclusive member of the Power Partner program, Partners will be eligible to receive sales support, technical resources and training, Partner designation with exclusive logos, and certain Partners may also be eligible for co-marketing activities.

“A strong channel program is integral to our continued growth,” said Eddie de la Garrigue, director of sales, Americas. “With established relationships with our partner community that spans decades, the Power Partner program aims to drive growth for both the channel and Printronix Auto ID by giving end-users access to high-end industrial printing and validation solutions not only in the region but across the globe.”

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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.