



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

mherbrand@printronixautoid.com

Printronix and BlueStar Forge New Global Relationship for Distribution of Thermal Barcode Printers

IRVINE, Calif., October 28th, 2015 — [Printronix Auto ID, Inc.](#), a leader in industrial printing solutions, announced today the start of a powerful global partnership with [BlueStar](#) to distribute its award winning line of thermal and barcode validation products worldwide.

BlueStar, a premier distributor of AIDC, mobility, RFID, and point-of-sale products, will expand the availability of Printronix printers, barcode validation systems and supplies; and offer value-added resellers with another groundbreaking technology solution.

“We are excited to be partnering with BlueStar who provides innovative, value added solutions which will make the channel more robust and agile. Printronix is pleased to begin this relationship with the launch of the high performance [T8000](#) stationary printer and our next generation mobile thermal barcode printer, the [M4L2](#); both products which provide a unique differentiation and value-add. BlueStar will immediately expand the availability of these groundbreaking products on a global scale”, said Ron Gilles, Vice President, Americas Sales & Marketing, Printronix.

“Printronix has a great portfolio of thermal and RFID printers, barcode validation systems, as well as serviced managed solutions”, said Rob Dorsey, Vice President of Sales for BlueStar. “With the ever changing landscape and rapidly evolving ‘Internet of Things’ our customer and end users are demanding more options. Printronix gives BlueStar the ability to serve our customers with unique product and service offerings targeted at global enterprise customers.”

For over 40 years Printronix has stood for reliability and innovation as the premier supplier of printing solutions for the industrial supply chain user. BlueStar, will now add additional support and industry expertise to further expand the Printronix legacy all around the world.

Follow Printronix on [Twitter](#), [LinkedIn](#), [Facebook](#) or [Youtube](#).

About Printronix Auto ID

Founded in 1974, Printronix is a leader in business-critical printing solutions; offering the most reliable line of industrial printers, supplies and parts in the industry. The company offers two of the most-trusted brand names in industrial supply chain printing, Printronix and TallyGenicom, known throughout manufacturing, distribution, and retail companies around the world. The combined brand portfolios include the highest quality line matrix printers, thermal and RFID printers, which provide the highest quality verifiable print quality and enterprise grade usability and ruggedness.

About BlueStar

BlueStar is the leading global distributor of solutions-based ADC, Mobility, Point-of-Sale, [RFID](#), Digital Signage, and Security technology. BlueStar works exclusively with value-added resellers to provide complete solutions, business development and marketing support. The company brings unequaled expertise to the market, offers award-winning technical support and is an authorized service center for a growing number of manufacturers. BlueStar is the exclusive distributor for the [In-a-Box Solutions Series](#) , delivering hardware, software and critical accessories in one bundle with technology solutions across all verticals. For more information, please contact BlueStar at 1-800-354-9776 or visit www.bluestarinc.com

Printronix, Inc., Printronix and the Printronix logo are trademarks or registered trademarks of Printronix Incorporated and are used under license. Third-party trademarks mentioned are the property of their respective owners. ©2015 Printronix, Inc. All rights reserved.