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## **TSC Auto ID Technology Announces it Will NOT Raise Prices in Face of Impending China Tariffs**

***TSC Auto ID and Printronix Auto ID thermal printer prices will remain stable***

Brea, CA, USA – May 21, 2019 - TSC Auto ID Technology (TSC), has announced there will be no price increases as a result of recent tariffs on products imported from China. In keeping with the company's commitment to ensuring its partners success, the company has decided to keep prices at current levels for both TSC and Printronix brands.

The United States Government announced its intention to impose tariffs of up to 25% on goods imported from China effective June 24, 2019. The tariffs will significantly impact the cost of printers, printheads, batteries, and accessories and has resulted in many printer manufacturers raising their prices.

"During these difficult and uncertain times, we want our partners to feel secure in the stability of our products and prices," said Kevin Aie, CEO, TSC Auto ID Technology Americas. "While many companies have announced their intention to pass the increase along to their partners, we have decided to absorb the impact to our bottom line. We know its tough out there and we are committed to working with our partners to navigate this volatile time together. By stabilizing our prices, we are protecting our partners profitability and ability to grow business. We don't want to cause any disruptions in the way our partners do business."

TSC and Printronix Auto ID have also announced that the tariffs will not impact their current printer rebate promotion and "Try & Buy" printer programs. Partners and customers can still purchase a printer and return it in 30 days with "no questions asked" if they are not satisfied with the product.

### **About TSC Auto ID Technology**

TSC Auto ID Technology is one of the fastest growing thermal printer companies in the world. TSC Auto ID and Printronix Auto ID are both brands of TSC Auto ID Technology. The TSC product line ranges from budget-friendly desktop printers to high-performance industrial solutions and rugged mobile printers. Printronix has positioned itself as the undisputed, premium brand for demanding enterprise-level applications and offers a selection of high-end features such as RFID and barcode verification solutions.