



ProMat 2007

Cognitive enters mid-range label printing market

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[Cognitive Solutions](#) (Booth 4449), designer and manufacturer of thermal label printing solutions, introduced its latest line of compact industrial printers and its line of XML and RFID HF enabled printers yesterday.

The C Series, which includes the Ci and the Cxi, is the company's most advanced printing technology release. These printers are the new small-footprint mid-range label printers, costing about half the price, providing 100% the performance, standing only a third the size of other mid-range printers, while offering a full range of communication ports and a two-year warranty. This C series is built on an advanced platform that enables delivery of more features than most mid-range printers.

According to Angela Mansfield-Swanson, Cognitive's marketing manager, "We've been around for 20 years, but this is the first time we're entering the mid-range market. This new C Series line is exciting because of its capabilities and its potential for future development of products within the line."