



PRESS RELEASE

CognitiveTPG Unveils New Website

ITHACA, NY – March 25, 2014

Today, CognitiveTPG unveiled its new website. This new site has been designed to provide improved navigation and functionality as well as a new look that is consistent with the company's rebranding efforts.

The site navigation was redesigned with the user in mind. "After paying attention to the most frequently viewed pages and what our customers are looking for on our website, we positioned this information up front so it is easy to find," said CognitiveTPG's Marketing Director Angela Mansfield-Swanson. "Our goal was to make the product information accessible in less than three clicks."

The resource area contains recent company news, press releases, a video library, white papers, case studies, application brochures, microsites, and a company blog for sharing across social network sites.

"Completely redesigning the CognitiveTPG website was a large undertaking," said Nigel Ball, CognitiveTPG's Vice President of Sales and Marketing. "The new site reflects our move to succinctly present our products as solutions as well as highlight our custom design capabilities available at our headquarters in upstate New York."

New features and content will continue to roll out over the coming months including the partner portal with exciting new sales tools for CognitiveTPG's distributors and preferred resellers.

"The CognitiveTPG website is a critical facet of our outreach to our partners, end users, and potential customers," said Mansfield-Swanson. "The new site will integrate with our CRM system and other marketing tools so that we can continue to provide relevant and useful information as well as address visitor inquiries quickly."

About CognitiveTPG

CognitiveTPG is an established worldwide leader in the design and development of innovative print technology solutions for a broad range of markets. As industry evolves, we collaborate face-to-face with our customers so we can respond to their needs quickly with inspired solutions that deliver effective results. Our history as a pioneer in thermal print technology speaks for itself. Today, we're working on the next series of innovations that will keep your company in front of the competition. Find out more at www.CognitiveTPG.com.

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