

# Get to know ATSI Holdings, Inc.



**ATSI Holdings Inc.**, is an integrated supplier of barcode printers, transaction printers, printheads, and label supplies. The company operates through its respected product brands – **Cognitive** and **Transaction Printer Group (TPG)**. For over 35 years, the combined company has provided innovative printing technologies to the thermal and impact printer market with installations in excess of 1.5 million printers. ATSI Holdings differentiates itself through its delivery and dedication to producing quality, reliable, and compatible printing solutions for its customers across a broad range of industries including Retail/POS, Banking, Self-Service/Kiosk, Automotive, Hospitality, Manufacturing/Logistics and Healthcare. Both TPG and Cognitive brands are sold through its specialty distributors and resellers worldwide.

## Company Highlights

- Headquartered in Lincolnshire, Illinois with offices in Colorado, New York, and San Diego
- \$60 Million in Annual Sales
- Channels – Direct to Distribution, 2 Tier Reseller / ISV, and OEM
- Worldwide Distribution: EMEA, Asia Pacific, Latin America, US, Canada
- Established base of value added resellers and software / technology partners
- One company, two great brands
- 35 years combined service in Point of Sale and Auto Identification Data Capture industries
- Over 1.5 million printers installed in the retail, healthcare, service, transportation and manufacturing industry
- Established reputation for delivering innovative and reliable products
- Full service label converter, offering both standard and custom label solutions for all applications

## Competitive Advantages

- Innovative company with many industry 1st innovations
- Ability to customize and provide private labeling
- Unsurpassed reputation for product reliability & durability backed by industry leading warranty and service programs
- Continued commitment to versatile applications / solutions
- Superior products at competitive pricing
- Comprehensive range of customers and large install base
- Scalable production to support sales growth & time to market
- Dedicated and knowledgeable sale, marketing, engineering, and service team to support your business and ensure your success



## Cognitive Products

## TPG Products



Advantage LX mission critical desktop printer



A798, A799, A794 Single Station Thermal Monochrome and Two Color printers



Advantage DLX application performance desktop printer



A760 and A776 Two Color Hybrid printers



C Series compact industrial printers



B780 Validation/Slip Receipt/MICR printer



CR/X Pharmacy printer



Receipt Software



Custom and Standard labels



9-pin and 24-pin Printheads

*For information on Cognitive or TPG products please visit our website(s) at [www.cognitive.com](http://www.cognitive.com) or [www.tpgprinters.com](http://www.tpgprinters.com).*

### Industries Served

- Banking
- Gaming / Lottery
- Healthcare
- Hospitality
- Manufacturing/Distribution
- Retail / POS
- Parcel Post
- Pharmacy (Retail, Hospital, and Long-Term Care)
- Self Service / Kiosk
- Transportation/Logistics

### Just a Few of Our Clients



Headquarters  
25 Tri-State International, Suite 200  
Lincolnshire, IL 60069

Telephone: 847-383-7900  
Fax: 847-383-7949  
Web: [www.cognitive.com](http://www.cognitive.com)  
Web: [www.tpgprinters.com](http://www.tpgprinters.com)

