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Cognitive and TPG Introduce New Brand Identity and Website

After a year of operating under two separate brands, Cognitive and Transaction Printer Group have decided to co-brand.

The newly formed company remains owned by ATSI Holdings Inc., however it will now operate under the CognitiveTPG name. To mark this important endeavor, the company is officially announcing its new co-branded image to include:

- New Logo
- New Collateral Design - [click here for a sample](#)
- [New Website](#) (www.CognitiveTPG.com)
- [New Email addresses](#)

"The new logo and collateral design has been modified to reflect a unified company and product line, highlighting our market segments - Hybrid, Barcode, POS, Kiosk, and Consumables - yet provides a consistent look and feel across product lines. Our new site is built on a database system which will allow for more timely updates and improved functionality," says *Angela Mansfield-Swanson, Director of Marketing, CognitiveTPG.*

Receive updates on the CognitiveTPG website by entering www.cognitivetpg.com/rss into your RSS Reader.

Read more



CognitiveTPG Partnership with BlueStar Expands Into Europe

CognitiveTPG expands its partnership with BlueStar, by aligning with the company's new Europe division to build and expand [CognitiveTPG's existing distribution channel.](#)

"Extending our reach throughout the European market is a strategic focus for us. We are thrilled to be able to align our strategy with our long-time partner BlueStar and its European arm," said *Clif Gatehouse, Vice President of Sales for CognitiveTPG.*



Maitre'D

Software that serves you better

[A798 & A799 POS Printers](#)

Certified with Maitre'D Software

CognitiveTPG's A798 & A799 Point of Sale receipt printers are now certified for Posera's Maitre'D software, a leading provider of restaurant POS and management software solutions.

"We see certification by [Posera](#) as a key enabler to providing our hospitality customers with access to cost effective tools and reliable printing solutions," said *Angela Mansfield-Swanson, Director of Corporate Marketing for CognitiveTPG*. "Our [A798 & A799 receipt printers](#) are uniquely designed to meet the needs of the hospitality market with best in class performance, unchallenged reliability, and an attractive price point."

[Read more](#)

A794 Model Discontinued - Replaced by A798 & A799



CognitiveTPG has taken the next step in our product lifecycle initiative for the TPG brand of POS printers. [The A794 Model Single Station Thermal Printer](#) is being discontinued as market demand is quickly shifting to our next-generation of high performance printers: [A798 & A799](#) Models. While eliminating models with redundant technology,

TPG's printers in the field will be fully supported with spare parts and service for a three-year period.

Click on the Migration Table below to assist you in selecting the appropriate A798 or A799 model replacement for your A794 printer.

[Migration Table](#)

[Read more](#)