A799 Collection Hits High Fashion

Challenge

When a high-fashion designer and retailer, best known for its designer handbags and accessories decided to replace its receipt printing laser printers, they needed a thermal receipt printer that was capable of doing justice to their famous designer image. The challenge was finding a thermal printer capable of printing the company logo to their satisfaction.
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Scenario

The switch from laser to thermal printing in any environment involves not only a financial decision but also operational considerations. A combined need to reduce printing costs, as well as the desire to reduce printer downtime and increase workspace, drove this high-end retailer to seek an alternate solution to their current laser printer setup. Thermal printers require no toner and have a footprint of up to three times smaller than that of a desktop laser printer.

Once the retailer made the decision to convert to thermal receipt printing technology, the next step was to decide which manufacturer could provide the best solution for their particular application. The overriding factor in their final decision would be the printer's capability of accurately reproducing the designer's logo on the receipt. Although simple in design, the thin lines of text and levels of grayscale in the logo required precision manipulation of the logo artwork and customized support to ensure the level of print quality would meet the designer's standards.

Solution

"CognitiveTPG's support with this project was tremendous. Their account representative demonstrated how the A799 two-color receipt printer with its resident ReceiptWare software could print the logo with clarity and density," said Retail Support Specialist for the designer/retailer. The retailer tested the A799 product using the ReceiptWare software with four logo designs and each printed crisply and cleanly.   CognitiveTPG's ReceiptWare software enables the user to turn an ordinary receipt into a marketing tool by adding top and bottom logos, margin messages, watermarks for security, and other conditional graphics.

Approximately 150 printers were rolled out to 18 of the total 25 stores in the United States, and feedback from the employees has been nothing but praise: "No more messy black toner ruining my clothes or constant maintenance! The A799 printers make our jobs easier so we can focus on the customer."

ReceiptWare™

Marketing Software for
Thermal Receipt Printers