

Retail Reseller News

POS & Auto ID Channel Developments & Opportunities

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ALLIANCES

Cognitive Goes South of the Border

Cognitive Solutions (Golden, CO) signed a distribution and service/repair agreement with Azerty de Mexico, the leading distributor of Auto ID and computer products in Mexico. The agreement will enable Azerty to offer Cognitive's desktop and portable thermal printer lines to its reseller customer base. Azerty has 12 years experience in this market.

"There is tremendous opportunity in the Latin America marketplace and we want to provide our new distributor with the support it needs to grow Cognitive's awareness," said Roberto San Luis," Cognitive's Sales Director for Latin America.

Azerty will be demonstrating Cognitive's products during its Expo Azerty 2007 tour, which visits major Mexican cities, and gets support from many prominent manufacturers in Auto ID and POS. The tour runs through the end of June, and stops next in the Yucatan at Merida and Cancun. (Not bad places to be in April!)