



PRESS RELEASE

## **CognitiveTPG Adds New Sales Reps in Southwest Territories**

**ITHACA, NY - December 17, 2013**



CognitiveTPG is pleased to announce the appointment of Fralia Co. and Associates as its sales representative organization for the Texas, Oklahoma, Arkansas, Louisiana, and Mexican border territories. Teamed with CognitiveTPG's sales and marketing organization, Fralia sales reps will provide sales support to the territory's auto identification and point of sale resellers and system integrators.

Fralia Co. and Associates is a sales representative organization with a dedicated 10-person team of industry experts in electronic components and system solutions targeted at the industrial, military, geophysical and computer industries. Fralia Co. also has a dedicated applications engineer and in today's market of limited engineering resources this is considered a strategic value add.

"Expanding our reach in this geographic territory is one of my objectives for 2014. I am excited about this new partnership. Co-owners, Rick Knight and Jim Moore, and their team are professional and first rate, having served the market since 1959 and represented compatible product lines," says Nigel Ball, Vice President of Sales and Marketing for CognitiveTPG.

"Adding CognitiveTPG's thermal barcode label printers and point of sale printers to our product line allows us to deepen our relationship with our existing customers. We look forward to working closely with the CognitiveTPG team to uncover new opportunities," stated Jim Moore, co-owner of Fralia Co.

To reach Fralia Co. and Associates call 817-581-8300 or visit their website at [www.fralia.com](http://www.fralia.com)

### **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](http://www.CognitiveTPG.com).

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