



PRESS RELEASE

## CognitiveTPG Expands Sales Rep Territory in Upper Midwest

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CognitiveTPG announced today the appointment of Cahill Schmitz Cahill as its sales representative organization for the upper Midwest territories covering Minnesota, North Dakota, South Dakota, Western Wisconsin, and Iowa.

Cahill's roots stretch back to 1968 where is started as an electronic manufacturers' representative selling Cherry keyboard and switch products. The company services a wide territory from its main office in Minnesota and its branch office in Iowa. All Cahill's 14 representatives are well trained professionals with in-field experience and highly technical skills.

"Our goal is to build a line card for enterprise solutions for our customers," said Pete Gorski, President of Cahill Schmitz Cahill. "We see CognitiveTPG's thermal barcode label printers and point of sale printers as an important component to that mix of system solutions. "

CognitiveTPG sales and marketing team will work closely with the Cahill representatives to identify new opportunities for CognitiveTPG's thermal print technology.

"My experience working with Cahill from my time spent at Cherry was extremely positive. Their team possesses the right mix of salesmanship with technical savvy to identify and solve customer requirements. These are the skills that I believe will help CognitiveTPG grow its customer and reseller base, particularly in new applications and market segments," said Nigel Ball, Vice President of Sales and Marketing for CognitiveTPG.

To reach Cahill Schmitz Cahill call 651-699-0200 or visit their website at [www.cahillschmitz.com](http://www.cahillschmitz.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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