



The DATA CAPTURE Report

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Special SCAN: The DATA CAPTURE Report Reprint

CognitiveTPG Hits The Ground Running In 2014

Printer vendor announces new product and a new position at the company.

At the recent **National Retail Federation (NRF)** show held in New York City, **CognitiveTPG** announced the launch of a new printer that will be available in Q2 2014. The A799II comes with improved speed and expanded memory to enable the printing of complex labels with elaborate graphics.

According to the company's press release, the A799II offers enhanced performance, reliability and competitive pricing for a receipt printer, reaching a 350 mm/sec (13.79 inches per second) print speed. Like other CognitiveTPG receipt printers, the A799II includes some of the industry's highest reliability standards with its unique ceramic knife delivering a life of 3 million cuts, a printhead life of 242 km (150 miles), 72 million printlines, and a 4-year warranty.

In addition to increased speed and memory, the A799II offers connectivity options such as Bluetooth and printing from a Windows 8 tablet. This option will be available later this year, according to Jose Basa, product manager for CognitiveTPG.



Angela Mansfield-Swanson,
marketing director,
CognitiveTPG.

Angela Mansfield-Swanson, marketing director for CognitiveTPG, commented, "The increased transaction speed can really make a difference with customers for printing coupons or other additional marketing and loyalty program messages on the receipt. CognitiveTPG's patented ReceiptWare™ software offers a low-cost form of marketing that the customer actually keeps on hand. It's not that our customers need more speed. However, with the speed of the A799II printer, users can print more data and graphics without increasing the transaction time."

Better reliability

Basa told SCAN/DCR, "In addition to more memory and speed, the new A799II offers improved reliability. In general, most parts last 20% longer than previous models. By combining our market research with customer requests, we have created a perfect marriage of our capabilities with their needs. The forerunner to this new printer—A798—has many of the reliability features of the A799II, but just not the speed and memory. The A798 lists for a modest \$265; we haven't set a price yet for the A799II.

"Our Beta testing is well on its way and the feedback from participants in the trial has been very positive," he continued. "The A799II, which will be available later this year, can be used in any POS market, and offers enough features to 'future proof' a company's POS needs."

CognitiveTPG's A799II printers come with a free Marketing Management tool to allow the retailer to create these customer loyalty messages dynamically. To read more on the benefits of using the receipt as a marketing tool check out the white paper "How POS Receipts Build Sales and Loyalty."

Real benefits to retailers

In the white paper referenced above, retailers stand to benefit greatly from couponing and loyalty programs. The ability to print complex, colorful, and graphic-rich receipts and coupons is a key enabler. In the following excerpt, the numbers speak for themselves.



**Jose Basa, product manager,
CognitiveTPG.**

[begin] The coupon revival continues, and the source of those most often redeemed might surprise you. According to the *Annual Topline U.S. CPG Coupon Facts Report for Year-end 2010*, released by **NCH Marketing Services, Inc.**, marketers distributed 332 billion coupons for consumer packaged goods last year, marking the largest single year distribution of coupons ever recorded in the United States. Those coupons redeemed totaled \$3.7 billion in savings for consumers. Fueled by frugal recession-weary shoppers, coupon usage has climbed from 63.6% in 2007 to 78.3% in 2010, according to NCH.

Most of those coupons distributed - a full 90%-came in the form of free-standing inserts, according to **Inmar**, the company that handles the bulk of coupon processing in the U.S. But retail marketers take note—that's not where the leading growth in *redeemed* coupons lies.

Checkout coupon redemption rates grew 39% in 2010, faster than freestanding insert coupons, digital promotions, shelf-pad, and in-ad coupon offers. Indeed, coupons printed on receipts enjoy a redemption rate that's three times higher than that of direct mail and newspaper circular-based receipts. Bob Carter, president of promotion services for Inmar, says the data his company is gathering tells us that consumers are still looking for deals, but appear to be less motivated to seek out and redeem out-of-store offers.

The ability to leverage receipts to communicate brand awareness, promotions, coupon offers, and other forms of customer engagement is not new. Consumers' enthusiastic return to interest in that messaging certainly is.

The consumers who are most enthusiastic about coupon redemption might surprise you as well. Assumption might

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lead you to believe that the lowest income households are the heaviest coupon users, when in fact it's your best customers who seek them out and cash them in. Coupon usage in 2010 was dominated by households with incomes greater than \$70,000, with 38% of what Inmar labels "super heavy" users and 41% of "enthusiasts" coming from that demographic. Households with income of more than \$100,000 drove coupon growth in 2009.

Finally, lest you think the coupon craze has come and gone, the latest figures show coupon redemption was up 4% in the second quarter of 2011 compared with the same period in 2010. [end]

An increased move to Bluetooth

As noted above, the A799II will offer Bluetooth connectivity (for both Microsoft and Android), as well as USB and serial Ethernet. Mansfield-Swanson told SCAN/DCR, "At NRF, we saw a doubling of Bluetooth-enabled products. In the not-too-distant future, we will offer Bluetooth connectivity across our entire line of printers."

New hire to target OEM accounts

On January 27, CognitiveTPG announced the appointment of Craig Kaliebe as OEM Sales Manager where he will be responsible for

CognitiveTPG's existing OEM clientele as well as new OEM opportunities. According to Mansfield-Swanson and Basa, OEM sales have been growing around the world.

Consequently, they needed a person who could focus exclusively on this sector of the market. They also expect Kaliebe to look for and create new opportunities by building partnerships and identifying emerging market needs.



Craig Kaliebe, OEM sales manager, CognitiveTPG.

Nigel Ball, who joined CognitiveTPG last year and serves as vice president of sales and marketing, commented, "Having worked with Craig at **Cherry** I know him to be very effective at managing OEM accounts. Craig also brings a portfolio of skills that I believe will service CognitiveTPG's future goals."

Kaliebe comes to CognitiveTPG from **C&K Components** where he was the regional sales manager with responsibility for overseeing OEM and distributor sales activities as well as the company's manufacturer's representative firms. His 12-year tenure at Cherry Electronics included positions in

Fastest-Growing Segments For Coupon Redemption

Category	Redemption	Growth Share of Redemption
Dollar/Discount/Variety	71%	1%
Mass Merchandiser	26%	20%
Conventional Supermarket	20%	65%
Pharmacy	16%	6%
Convenience	12%	4%
Military Commissary	12%	4%

Source: Inmar

sales, marketing, and commercial management.

"I am thrilled to take on this new challenge in my career," said Kaliebe, "I look forward to working with CognitiveTPG's OEM customers, helping them with innovative new printing solutions. I'm also really

excited for the opportunity to work with Nigel Ball again."

For more information: **CognitiveTPG**, Ithaca, NY, PH (720) 353-4316, Email: angela.mansfield@CognitiveTPG.com. **SCAN**

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