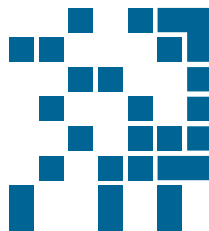


BARCODE PRINTER RANGE



*introducing
a barcode printer
for every occasion*



we love printers, it's all we do

barcoding means *big* business



*Introducing the Barcode range from TallyGenicom.
We designed it because you've got better things to
worry about than printing.*





Of course we would say that: we're one of the largest suppliers of printers, consumables and service to commercial and industrial users across the globe!

And our range of rugged, reliable printers is just the business, whether you need a desktop machine to print barcodes, or a printer for an industrial setting.

But before we look at the best barcode printers, let's examine why barcoding has become so commonplace, and the business benefits.

Barcoding: the business benefits are clear

Well, it's a fact that, nowadays, barcoding makes perfect sense in countless processes and in a wide range of industries. The black and white 'flags' of digital information can be scanned into a computer in a trice, and have become ubiquitous in retail. But they've also entered all sorts of other environments, from manufacturing and transportation to healthcare, time management and even customer service.

The reasons are clear: barcoding speeds up data input, increases accuracy – and can make a dramatic impact on your bottom line.

Drive down costs

The most obvious benefit is the reduced cost of labour – many of yesterday's data entry roles have already been replaced, with scanners inputting information many times faster than a skilled typist. And more often than not, the cost savings on labour alone can pay for the data collection system.

But scanning barcodes isn't just fast – it's also far more accurate than keyboard data entry, so costly errors (and the hours it takes to correct them) are minimised, and information is available just when it's needed.

Make better informed business decisions

Having the right information at the right time is the key to making first-class business decisions. Barcoding enables information to be collected by computer systems in real-time: not only can the tracking of stock and processes be automated, potentially enabling savings through 'just in time' ordering and 'build to order' manufacturing systems, but accurate information is instantly available to inform management strategy for the future.

Improve processes and enjoy hidden gains

In industrial settings opportunities to improve processes and quality through barcoding abound. The very fact that data entry can be carried out so quickly means that assembly line efficiency can often be improved and sped up. And standardising the way information is recorded can improve communications throughout an organisation.

So which print technology is best for barcodes?

At first sight there's a bewildering choice of machines on the market suitable for printing barcodes. You can even order pre-printed labels or forms from a bureau, although this limits flexibility because they may not be there when you need them, and they can be harder to customise.

Existing dot matrix and laser printers are sometimes considered for barcode printing by those introducing a data capture system for the first time.

Dot matrix

Dot Matrix printers are very inexpensive to run and are ideal for printing continuous form documents containing barcodes (such as invoices and reports). These printers are less suitable for small barcode requirements but are an inexpensive way to print large format (6-8 inch) business to business labels.

Thermal

Thermal printing is great for on-demand barcodes. There are two methods of thermal printing, direct thermal and thermal transfer.

Direct thermal printers, which use heat-sensitive media, are simple to use, cheap to run, and create sharp print – ideal for scanning. And thermal transfer creates crisp, durable, long-lasting labels on a vast array of materials.

So come and talk to the nice people at TallyGenicom, and discover a beautiful barcoding machine that's just right for you.



For more information call 0800 652 4557 or visit www.tallygenicom.co.uk

here's a quick tally

*of why our barcode
range is better than
the opposition*



- Best for on demand barcode printing
- Technically advanced
- Significant cost savings and advantages
- High Performance thermal printing
- Excellent support

TallyGenicom – redefining thermal performance

As you might imagine, TallyGenicom offers a robust, cost-effective and forward-thinking solution for all your printing requirements. Our new thermal printers, for example, are ideal for producing barcodes. Choose between our desktop model, and our mid-range printers, which offer industrial-level thermal printing at a very attractive price.

About Us

TallyGenicom brings you the power to print. With over 85 years' combined manufacturing experience as Tally and Genicom, our core strength remains to provide top quality, ultra-reliable business and industrial printers – and unrivalled service and support. In fact we're one of the largest companies in the world specialising in

business-class printers. From retail, healthcare and education to manufacturing, telecoms and logistics, our products are used in most major industries because we offer advanced technology and customised solutions to keep businesses running. TallyGenicom has operations around the globe.

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