PRINTRONIX®

One-Stop-Shop for Mission Critical Industrial Printing

Regardless of the size, players from industrial verticals such as automotive, manufacturing, transportation & logistics and more, face many problems while selecting a reliable and productive solution for back-office and supply chain printing. They require printers that can facilitate high-volume printing and avoid downtime or maintenance issues. This is where laser printers fail to hit the mark. Laser printers are designed for low-volume office environments and cannot withstand extreme temperature, dirt, humidity, and dust in harsh manufacturing and warehouse environments. Bypassing these deficiencies, line matrix printers promise a reliable way forward.

Founded in 1974, Printronix—an innovative printing products, solutions, and services provider—introduces a wide array of impact (line and serial dot matrix) printers for distribution and warehouse environments. Ron Gillies, Printronix Vice President-Sales & Marketing Americas and Global Service comments, "We are a proven name that is behind diverse brands of printers like IBM/ InfoPrint and TallyGenicom. Our technology works seamlessly in any modern ERP and operating system environment, and offers PDF and postscript printing to some of the largest supply chain businesses in the world."

The P8000 series of line matrix printers is the key constituent of Printronix's printer product line. It consists of four different line matrix models and can fit into every supply-chain and back-office environment. The flagship model P8000 Cabinet ensures enhanced print clarity and serves as the quietest impact solution on the market. In addition to reducing noise throughout customer's facilities, the P8000 remote management utility (PrintNet Enterprise) empowers users to monitor printer status and ribbon life from different locations. Another popular option is the P8000 Zero Tear printer, which offers unique benefits for businesses that use multi-part and serialized documents. The Zero-Tear functionality helps reduce costs by eliminating form waste. The P8000 line-up also includes an Open and Enclosed Pedestal printer, which offer customers the same high-end value with extended flexibility to make the right selection based on available space and noise preferences. Additionally, Printronix has a Serial Dot Matrix offering with two different models: Printronix S828 and Printronix S809.

The efficiency of such a unique product line is further enhanced by Printronix's comprehensive service model. "We are very consultative in nature. Our years of experience working directly with our customers have taught us that while selecting a printing solution, clients expect quality service and support, along with best-in-class products. To that end, we provide support and service not only for our products but for other printers and warehouse equipment as well," says Gillies.

With such a product line and service-based approach, Printronix has continued to be a one-stop-shop for mission-critical printing solutions. Recently, one of its clients from the healthcare sector was using low-end serial dot matrix printers, which were not enough to meet their heavy-volume printing requirements. Consequently, they were confronted by a significant slowdown in production. By actively engaging with the client, Printronix identified a solution that enabled them to maximize speed and efficiency. As a further benefit, the client witnessed a reduction in their per-page print cost.

Motivated by such nonpareil instances of client success, Printronix is planning to grow in new market segments and work with different print technologies. Additionally, Printronix has etched a roadmap to amplify its presence in the key Asian and African markets and has also started to expand its service offering in India. "Operating in this space for the last 45+ years, we have closely seen the industry evolve and have grown successfully alongside it. In the days to come, we will continue to enhance our solutions and ensure that we continue to serve our clients efficiently," concludes Gillies. CR