

## **TALLYGENICOM TRANSACTIONAL PRINTING ALL ADDS UP TO THE PERFECT SOLUTION FOR LOGISTICS AND RETAIL INDUSTRY**

TallyGenicom, a leading provider of focused responsive business printers, today announced the availability of an end-to-end transactional printing portfolio, specifically designed for the logistics and retail industry. From mono lasers to colour, line printers to dot matrix, barcode printers to mobile printers, TallyGenicom has a solution for every stage of an organisation's printer needs.

The logistics and retail industry has a wide range of different computer printing requirements. With a number of high profile customers within this sector including Allied Bakeries, Pyramid Pub Management, Tesco and Jaeger, TallyGenicom understands that from the factory to the office, the distribution facility to the final retail outlet, printing needs vary from location to location. With this in mind, it has developed a number of specifically tailored programmes.



“From workhorse line printers to tried and tested impact printers, TallyGenicom offers a broad spectrum of printers and programmes to meet all of the logistics and retail industry's specific requirements throughout the transactional printing process,” explains TallyGenicom Senior VP Worldwide Marketing, Robin Edwardes. “Impact printers continue to offer the most cost-effective solution to transaction document needs whereas laser printers can add speed and quality to delivery notes, invoices and picking lists as well as normal office applications.”

Launched last year, TallyGenicom Intelliprint is a solution specifically tailored for the logistics and retail sector. Intelliprint allows faster print speeds, higher resolution, overall cost saving and superior forms design, all without the need to alter the original data stream. It provides customers with the capability of printing forms at the right location.

In addition to cutting waste, forms designed in house allow businesses the opportunity to place marketing communication on all outgoing documents without incurring significant

costs - allowing for more investment in product development and an increase in overall business efficiency.

### **About TallyGenicom**

TallyGenicom is one of the largest companies in the world focused exclusively on supplying computer printers, supplies and service to commercial and industrial users. All TallyGenicom products are designed and manufactured to perform critical, business-specific printing tasks in industries such as healthcare, transportation, manufacturing, warehousing and retail. Major international corporations such as Wal-Mart, American Airlines, Tesco, Daimler Chrysler, Blockbuster and Volkswagen use TallyGenicom® printers because of their customized design, rugged construction, proven reliability and durability.

TallyGenicom worldwide headquarters are in the United States in Chantilly, VA near Washington, DC. In Europe the firm has operations in Ulm in Germany, Paris, Vienna, Milan, Madrid, Moscow, and Basingstoke in the UK. Asian operations are located in Singapore and Jiangmen, China. The company markets Tally®, Genicom® and TallyGenicom® products worldwide. For further information on TallyGenicom, please visit [www.tallygenicom.co.uk](http://www.tallygenicom.co.uk)

### **Editorial Contacts**

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