

Axiohm's TPOS Couponing printer, Key to the customer loyalty programs of the large scale stores

A printer dedicated to couponing applications

More and more renowned large store brands are referring to couponing as a marketing solution to recruit, develop customer loyalty and encourage them to come back.

Designed to answer the special needs of coupon printing at check-out points, Axiohm, leading manufacturer of thermal printing solutions, is announcing the launch of its *TPOS Couponing* printer.

Benefiting from Axiohm's know-how and leading technologies, the printer presents all the winning features to optimize POS performances:

- ✓ **Compact & Ergonomic:** with a small footprint of 121x180mm, it fits perfectly in the cashier point environment, saving valuable counter space, and is Clamshell™ designed for easy paper loading.
- ✓ **Dedicated :** it offers a 58mm paper path entrance, the standard in couponing applications to be distinguished from a simple receipt and is equipped with an Ethernet interface 10/100 (TCP/IP) for use in networked lanes.
- ✓ **Fast :** Offering a high printing speed of up to **150mm/s**, particularly appreciated at check-out points as it significantly reduces waiting time.
- ✓ **Robust and reliable :** the printer combines both a 1 million-cut-guaranteed guillotine cutter and advanced functionalities that enable real-time, quality printing control and paper cut monitoring to ensure the entire operation runs smoothly. TPOS Couponing presents itself with all the qualities and functionalities required in demanding stores, where printing peripherals are highly solicited (printing of thousands of coupons per day).



About AXIOHM

AXIOHM specializes in the design, manufacturing and marketing of a wide range of thermal printing solutions, including thermal printer mechanisms and controller boards, thermal receipt printers, and kiosk printers. Thanks to its mastery of thermal printing technology, AXIOHM has become a world leader in markets as varied as: Transportation, Hospitality/POS, Gaming/Lottery, Petrol Pumps, and EFT.

www.axiohm.com

Contacts presse :

AXIOHM

Kristel Teyras
01 58 07 17 07

kristel.teyras@axiohm.com

www.axiohm.com