

From the stockroom to the storefront, efficient retail operations rely on the accuracy of product identification, stock levels and pricing. Behind the scenes, precise inventory management is a crucial factor in reducing shrinkage, maximizing productivity and increasing profits. At the front end, enhancing the customer's buying experience and building loyalty are primary objectives.

These key components of an efficient retail operation utilize a wide range of labels and tags...supplies that must clearly and cost effectively communicate product information, price changes, promotions and other crucial data to your employees as well as to your most valuable asset...your customer.



### Applications for Printronix Supplies

- Stockroom labeling
- Price markdown / price adjustment labeling
- Shelf labels and tags
- Promotional labels
- Expiration date labels
- Shelf talkers
- Food safety labels
- Merchandising labels
- Product labeling

### Why choose Genuine Printronix Supplies?

#### **Guaranteed Performance**

Genuine Printronix Supplies meet the performance standards as required by Printronix printers.

#### **Consistent Quality**

This ensures optimum performance through your Printronix printer...every printout, every time.

#### **Comprehensive Product Portfolio**

A wide selection of Genuine Printronix Supplies are available for the entire portfolio of Printronix printer models. Most items are in stock and available for immediate shipment.

#### **Availability**

With multiple product distribution points within North America, your supplies will be where you need them, when you need them.