

Company Overview

# Stronger Together

**Celebrating 30 Years of Innovation in  
Asset Tracking and Identification Solutions**

TSC Printronix Auto ID has embarked on the next phase of its journey that started 30 years ago. By bringing our brands together, we strengthen and empower our team and customers. When all links in the chain are strong, we are stronger together.





TSC Manufacturing Facility  
Wujie Township, Taiwan

# 30 Years in the Making

Established in 1991

In January 1991, Arthur Wang, founder and CEO of Taiwan Semiconductor, recognized the need for a reliable but low-cost barcode label printer and launched TSC into the auto identification and capture (AIDC) industry. Shortly thereafter, TSC began designing and manufacturing barcode label printers in its company-owned manufacturing facility in Taiwan. Three decades later, TSC Auto ID has become a leading manufacturer and has sold more than five million printers worldwide.

In 2016, TSC strengthened its capabilities with the acquisition of enterprise-grade powerhouse Printronix Auto ID. The company was propelled into a new era of printing technology with the addition of RFID, barcode verification, and world-class engineering. In 2019, TSC acquired Diversified Labeling Solutions (DLS), one of the largest label converters in North America.


Today, TSC Printronix Auto ID is a trusted source for barcode label printing solutions with one of the largest hardware product offerings in the industry. Customers choose TSC Printronix Auto ID for reliable, high-performance products, incredible value, and local support.

We join our teams all across the world to celebrate 30 years of being a world-class barcode label printer manufacturer.



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A semi-truck is on the left side of the frame, and a car is driving towards the viewer on a highway in the distance. The background is a hazy, overcast sky.

TSC Printronix Auto ID is a **leading manufacturer** and has sold more than five million printers worldwide.

# About Our Company

**TSC Printronix Auto ID** is a leading designer and manufacturer of innovative thermal printing solutions.

The company is comprised of two-industry-leading brands, TSC and Printronix Auto ID and has over 65 years of combined industry experience, strong local sales engineering support, and a history of continuous investment in new product development. TSC Printronix Auto ID is capable of quickly adapting solutions to meet the needs of customers, from small businesses to Fortune 500 companies.

TSC Auto ID offers budget-friendly desktop printers to high-performance industrial solutions including rugged mobile printers.

Printronix Auto ID offers premium, enterprise-level applications with a selection of high-end features including RFID encoding and integrated barcode verification.

TSC and Printronix Auto ID are proud members of the TSC Auto ID Technology Company family.

TSC Printronix Auto ID is capable of quickly adapting solutions to meet the needs of customers, from small businesses to Fortune 500 companies.

# Company Snapshot



**30**

Years in  
Auto ID Industry

**5**

A Top 5 Leader  
in the AIDC Industry

**\$200+**

Annual Revenue  
(in Millions USD)

**5 M**

Printers installed  
globally

**87**

Patents

**12**

Years listed on the  
Taiwan Stock Exchange

**100+**

Countries we do  
business in globally

**750**

Employees  
worldwide

# Our Values



## **Our Purpose**

To provide world-class, innovative, and high-performance tracking and identification solutions.



## **Our Mission**

To provide our customers with high-quality, high-performance solutions that identify all assets immediately, accurately, and sustainably.



## **Our Vision**

To be the trusted global leader for asset tracking and identification solutions.





## **PARTNERSHIP**

We are dedicated to helping our partners succeed by delivering tailormade printing solutions



## **DEDICATION**

We are driven to become the worldwide total solution provider for barcode label printing applications



## **INNOVATION**

We are committed to designing and manufacturing leading-edge products that provide business-critical solutions

# Global Presence

## ● AMERICAS

California, US  
Nevada, US  
Texas, US  
Illinois, US  
Georgia, US  
Florida, US  
Bogota, Colombia  
Jalisco, Mexico  
Sao Paulo, Brazil

## ● EMEA

Zorneding, Germany  
Hanau, Germany  
Swindon, UK  
Wijchen, Netherlands  
Paris, France  
Madrid, Spain  
Warsaw, Poland  
Moscow, Russia  
Bucharest, Romania  
Dubai, UAE

## ● APAC

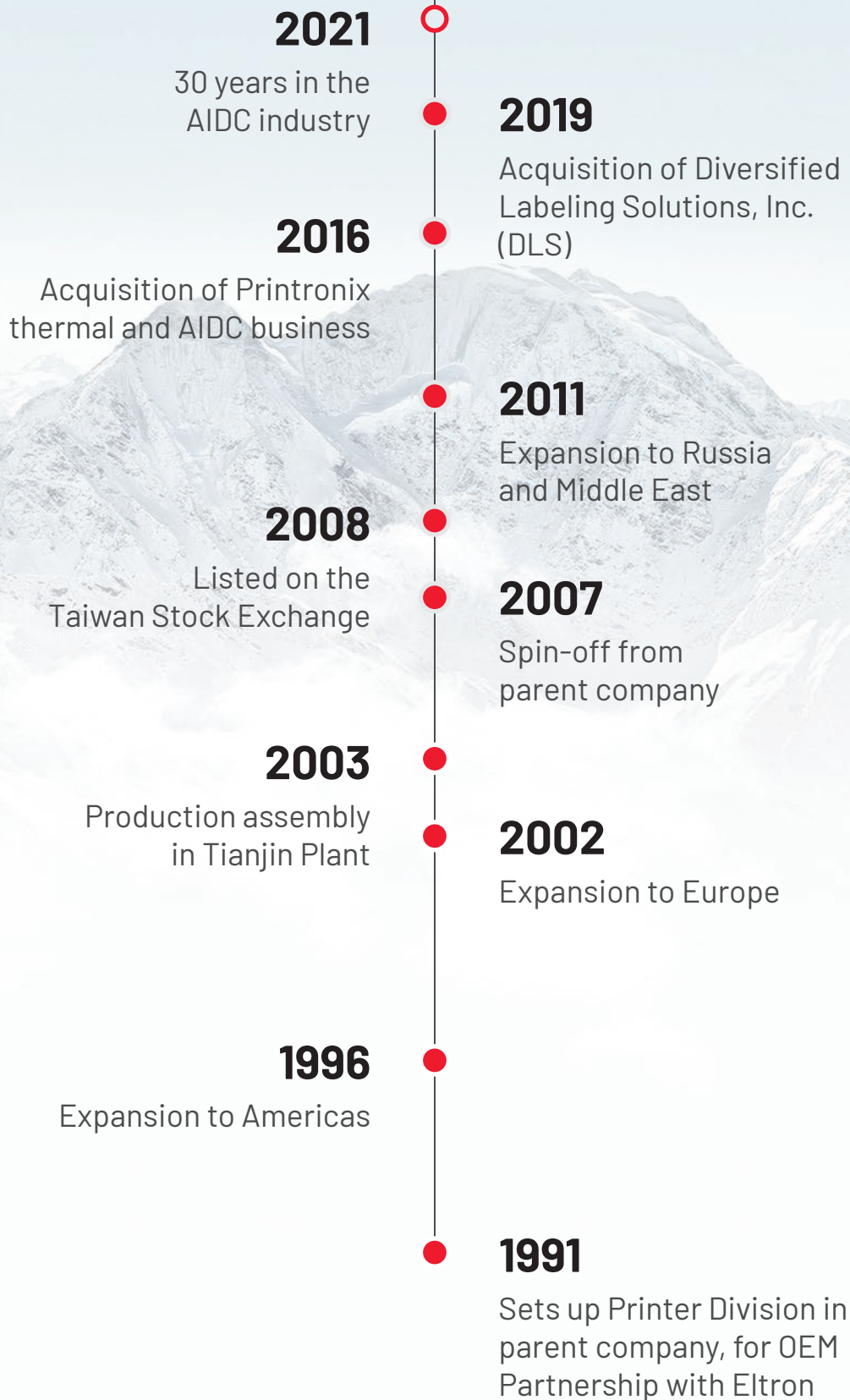
Wujie Township, Taiwan  
Seoul, Korea  
Bangkok, Thailand  
Kuala Lumpur, Malaysia  
Tianjin, China  
Shanghai, China  
Shenzhen, China  
New Delhi, India  
Mumbai, India  
Bangalore, India

## ● HEADQUARTERS

New Taipei City, Taiwan



# Our Journey



# Superior Quality Manufacturing



## Quality is our No. 1 priority

We manufacture our products in our company-owned, ISO-certified facilities. We are committed to the promise of world-class engineering and strict quality management. When you succeed, we succeed.



**World-Class  
Engineering**



**Quality  
Management**



**Environmental  
Management**



# Core Verticals



Worldwide, major companies rely on TSC Printronix Auto ID to provide asset tracking and identification solutions. We have a proven track-record in providing solutions to key industries and specialize in adapting solutions to meet diverse business needs.



**MANUFACTURING**



**LOGISTICS**



**RETAIL**



**AUTOMOTIVE**

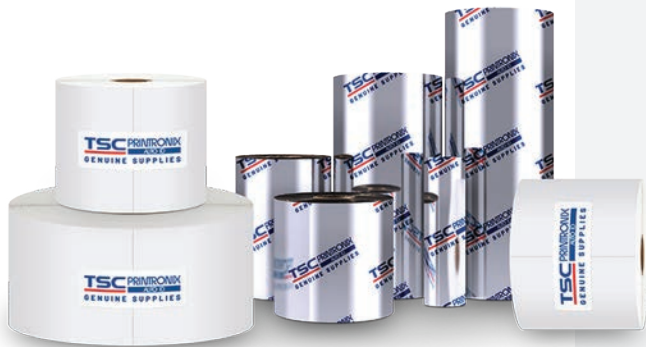


**FOOD & BEVERAGE**



**HEALTHCARE**

# Our Products



# Product Overview

TSC Printronix Auto ID is one of the fastest growing companies in the auto identification and capture (AIDC) industry, offering one of the largest and most diverse product lines of rugged, competitively priced thermal label printers to customers worldwide. Since our launch in 1991, we have supplied more than 5 million label printers to customers around the world – a testament to establishing our company as a leader in the global marketplace.

We are proud to manufacture our barcode printers in our company-owned, ISO certified facilities in Taiwan. Our team works hard to ensure our customers get high quality, high performance products at the best possible prices. All our products are backed by a 2-year warranty.\*

## Mobile Printers

Print receipts and labels on the go and on-demand. Our small, lightweight, and rugged mobile printers with long battery life are made to last the entire workday and efficiently print at the point of application to reduce downtime and increase production. Our mobile printers are capable of printing linerless labels that help reduce waste and boost productivity. A full line of accessories are available.

## Desktop Printers

We manufacture one of the largest selections of desktop printers on the market. Designed to the highest quality standards, our desktop printers are also budget-friendly and customizable to adapt to a wide variety of industries and applications. Our desktop printers come standard with premium features like high-resolution, RFID, and remote printer management.

## Industrial Printers

Considered rugged workhorses, our full range of mid-range to enterprise-level industrial barcode label printers are designed for the most demanding environments. Available in a wide selection of sizes, our industrial printers include robust features such as high-resolution, RFID, barcode verification, and wide web printing. RFID field upgrade kits are available to cost-effectively upgrade our RFID-ready printers.

## Specialty Printers

We understand what it takes to fulfill even the most unique printing requirements for your business. Our specialized print engine, PrintCart, and high-quality color printer are designed for specialized environments to keep your business moving forward. We are committed to finding the best barcode label solutions to help you grow and scale your business.

\*2-year warranty may not be available in all regions. Please contact your local sales representative for details.

# Radio Frequency Identification

Our RFID series of printers offer solutions for every application from high-volume industrial printers to enterprise-level desktop printers.

- RAIN/UHF RFID
- High speed encoding
- Standard on-metal tags
- High memory encoding
- RFID auto-calibration
- Tag and inlay verification lab
- Barcode verification
- 600 dpi high resolution print quality
- RFID upgrade kits available to covert non-RFID printers
- Major printer language emulation support



T6000e  
RFID Journal's  
Top 10 Products  
of 2020





# Barcode Verification

Avoid expensive compliance fees by printing labels that are graded and verified for accuracy



The solution for unreadable barcodes is a fully integrated online barcode verifier

- Verifies and validates full suite of 1D and 2D barcodes with up to 50 barcodes per label
- Prints up to 8 ips with full verification, grading & compliance reporting
- Grades barcodes based on ISO standards
- Full label back-up and overstrike of labels with bad or low grade barcodes
- Barcode "GPS" dynamically locates barcode, orientation for improved throughput
- Fully integrated with the printer for seamless operation

# Remote Printer Management



## Printer Management Made Easy

### SOTI Connect

SOTI Connect is an Enterprise Mobility Management (EEM) software that provides complete lifecycle management of TSC Printronix Auto ID mobile, desktop, industrial, and RFID printer models.



### PrintNet Enterprise

PrintNet Enterprise is a free software that allow you to easily organize your Printronix Auto ID thermal and RFID printers in a single dashboard from which you can remotely monitor and control them from any networked PC.



### TSC Console

TSC Console is a free software and one of the most powerful tools on the market for quickly and remotely monitoring printers, configuring settings, deploying programs, and troubleshooting problems.



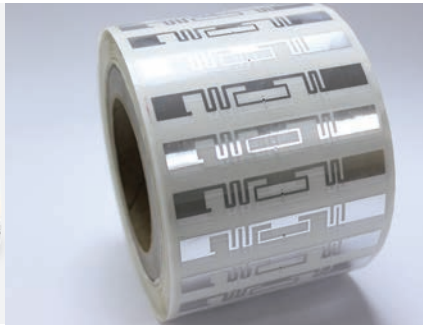
# Genuine Supplies

Our product expertise runs deep and our supplies knowledge base is comprehensive.

With product experts that can guide you through all stages of your consumables application, you can be assured that your supplies will be optimized in form, fit and function.



**Thermal Printing Solutions**



**UHF RFID Labels**



**Wristbands**



**Inkjet Labels and Tanks**



**Custom Labels**



**Cleaning Supplies**

# Local Support and On-Site Service



- Quick and convenient on-site service ensures printers are up and running with minimal downtime
- Factory-trained technicians in major metropolitan areas
- Speedy, efficient depot repair programs
- Yearly and multi-year maintenance contracts available to fit your needs
- Quick-response, next business day on-site service\*
- Genuine OEM parts used in every repair – guaranteed
- Replace a TSC or Printronix Auto ID legacy printers with a new one, and any remaining contract funds are applied to the contract on your new printer\*

\*Program details may vary by region. Contact your local sales representative for additional information.

# Our Partner Programs

When you become a TSC Printronix Auto ID partner, you join one of the fastest growing AIDC companies in the world. Our partners gain exclusive access to high-performance products and dedicated support.

We provide a regional program to support partners on a local level as well as a global network program for partners to enjoy unique benefits when doing business around the world. Both of our programs are designed to give partners the tools and resources they need to succeed.

## Power Partner Program

By joining our partner program, you gain access to leading-edge barcode printing solutions and technology for enterprises at any level. We offer products you can trust at competitive prices that fit any end-user budget.



## EPGA Program

Our Elite Partners for Global Accounts (EPGA) program consists of a highly competent global network of Elite Partners and global accounts. Resellers and end-users gain key advantages for doing business on a global scale with exclusive program benefits and incentives.



Contact your local sales representative to learn how to become a partner today.

A faded background image of two men in high-visibility work jackets. The man on the left is smiling and looking down at a device, while the man on the right is looking at the same device with a serious expression. A blue text box is overlaid on the image.

TSC Printronix Auto ID has over 65 years of combined industry experience, strong local sales engineering support, and a history of continuous investment in new product development.



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