

All in one printer!

Ski Industry Labeling Solutions

Give your Business A Lift

These days it takes a lot more than snow to get people back to your resort. With competitive deals cropping up all over the place, it's more important than ever to ensure your customers are satisfied with their total ski experience. Increasing your productivity will improve your season as well. Fortunately, Cognitive offers labeling solutions to meet all of your needs.

Cognitive printers are versatile and can be used for multiple printing applications, including:

- Tear-proof lift tickets
- Bar coding merchandise for sales and rentals
- Customized logos
- Standalone Kiosk Applications
- Personalized tracking labels



Just a few of our Cognitive benefits include:

- Durability (lift tickets can withstand even the most extreme conditions)
- Productivity (reducing lift time waits via bar code automation for tickets/rentals)
- Efficiency (better customer service due to better tracking/inventory management)
- Targeting (tracking which equipment is rented and times of rental/returns allows you to offer targeted promotions during on/off peak hours)
- Safety (tracking equipment usage and repair maintenance limits your liability)
- Flexibility (print codes on demand to identify repeat customers, or other important information)

Cognitive
SOLUTIONS INC.

4403 Table Mountain Drive, Suite A
Golden, Colorado 80403
Tel: 1-303-273-1400 Toll free: 1-800-451-9874
Fax: 1-303-273-1414 email: sales@cognitive.com
www.cognitive.com



Everything you need

For an Affordable Solution



Advantage LX

Industrial

Your Choice!

Del Sol LX

Economical



Stand alone programmable printers, networking capabilities, internal smart clock/calculator, Direct Thermal/Thermal Transfer, and 2"/4" options give you the features and flexibility you need to meet your needs.

- Rugged Metal Mechanism
- Up to 4.75" Outer Roll Diameter
- Near Edge Tear Away
- Removable Dust Cover

- Tough Polycarbonate Frame
- Up to 7" Outer Roll Diameter
- Incorporated Tear Bar
- Removable Dust Cover

Versatility

Cognitive printers can be utilized for multiple applications, depending on your immediate needs. Media can be easily interchanged, so one printer can print everything from lift tickets to merchandise labels to colorful identification labels for ski rentals. Printing is on-demand, so you have plenty of flexibility.

Customization

In addition to printing your logo, any pertinent information can be applied to your labels (i.e., Date/time stamp, customer name, bar code, price). Labels can also be used for promotions/coupons.



Why Adopt a Cognitive Ski Industry Labeling Solution?

- Reliability – Cognitive printers are used in some of the most demanding applications across industries.
- Customizable Graphics and Text – Everything is customizable, so print what you want when you need it
- Independent System – No PC is required, so you don't have the investment or upkeep of a PC
- Promotional Programs – You can run sales or specials on demand.
- Durability – Labels are UV protected, tear-proof and can withstand extreme temperatures
- Professional Appearance – Replaces handwritten labels
- Tracking – Bar coding helps you keep track of important customer and product data, including times, quantities, demographics, and more

Cognitive
SOLUTIONS INC.

For additional information about Cognitive, visit our web site at www.cognitive.com

Copyright © 2003, Cognitive. All rights reserved. Advantage LX™ and Del Sol LX™ are trademarks of Cognitive. Specifications, dimensions, and diagrams are subject to change without notification. Windows® is a registered trademark of Microsoft Corporation. Printed in U.S.A.



105-117-01