

IN THIS ISSUE[Interview with ISR Magazine](#)[BPA Paper](#)[Case Study](#)[ISV Certification](#)[Reseller Highlight](#)**QUICK LINKS**[CognitiveTPG Website](#)[How to Buy](#)[Distributor Partners](#)[Online Tech Support Tool](#)[Media Selection Tool](#)[Join Our Mailing List!](#)**Big Year for Printers: What's Driving Sales?**

Integrated Solutions for Retailers Editor Matt Pillar interviews CognitiveTPG Marketing Director Angela Mansfield-Swanson

Matt Pillar: In last month's report, receipt printers ranked number one for in-store hardware investment priority for 2011. Why is this?

Angela: "The printer is typically the most mechanical component of the POS station. As such, its components tend to wear sooner than the electronic components of other peripherals such as the touch screen, display, keyboard, or cash drawer. Energy efficiency is another factor driving demand. Especially in large retail chains with hundreds or thousands of devices, printers can demand a lot of energy to run."

Matt Pillar: What is the future for retail printing applications?

Angela: "The horizon is about looking outside of the box - looking beyond retail for new ways to utilize single station receipt printers."

[Click Here to read more!](#)

**BPA Paper - What is BPA?**

Are you concerned about BPA (bisphenol A) levels in the receipt paper you use? Recent news has publicized the harmful effects of BPA in thermal receipt paper. What is it and what is being done to eliminate it?

BPA and Thermal Receipt Paper

BPA is used as a developer in some thermal receipt paper. BPA is commonly found in thermal labels, tickets and tags. Examples include supermarket labels, event tickets, airline baggage tags, etc.

What is being done to eliminate BPA from thermal paper?

The Environmental Protection Agency (EPA) has been

working on this matter and is sponsoring an initiative designed to assist the thermal paper industry in finding safer alternatives to BPA as quickly as possible.

For more information on BPA health concerns, you can visit [The National Institute of Health](#).

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CognitiveTPG saves Androscoggin Bank 75% on Teller Receipt Printing



When [Androscoggin Bank](#) needed to replace its entire line of aging teller receipt printers, they put out a Request for Proposal. They were looking for a printer that combined thermal and impact printing capabilities. After evaluating a half dozen printers, the CognitiveTPG B780 multifunctional printer was selected. According to Tim Craig, IT/Help Desk for Androscoggin Bank, "the B780 was clearly the frontrunner."

CognitiveTPG Regional Sales Manager John James worked with Androscoggin Bank's IT Team to implement ReceiptWare™ software with the bank's software and B780 printers. As a result, the bank was able to use CognitiveTPG's ReceiptWare to print its logo and contact information directly on the receipt, thereby eliminating the need for preprinted receipts. This added functionality saved the bank 75% per quarter on the receipts.

[Download Case Study](#)

A799 POS Printers Certified with Visual Retail Plus Software



"The [CognitiveTPG A799](#) receipt printer easily passed our performance and quality testing, including our unique WIL (width, inseam, length) format used for those specialty retail stores," said Hili Shrem, Director of Business Development at Visual Retail Plus.

Going on its 20th year in business, [Visual Retail Plus](#) (VRP) offers significant industry experience and a reputable product that is used in retail stores and chain stores throughout the United States and Canada. VRP is a

scalable solution for multi-store and multi-register businesses with a fully-integrated or interfaced e-commerce solution.

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Point of Sale for State Governments

Article by Brian Albright featured in Business Solutions Magazine - February 2011 - Installation Review.



[Systems Innovators](#), an integrator based in Jacksonville Florida and long-time CognitiveTPG partner, understands how to satisfy its customers.

Systems Innovators was able to offer a new cashiering application for the State of Mississippi's driver license renewal locations that was built on reliability and ease-of-use. Mississippi had been using the same proprietary cashiering system at its driver's license stations for nearly 20 years.

System Innovators provided its PCI-compliant iNovah point of sale solution running on Windows-based PCs, along with VeriFone MX870 credit card readers, Canon CR-25 bill stub and check imagers, and CognitiveTPG A776 receipt printers.

The [A776](#) printer works with the iNovah solution out of the box without any configuration changes, which was one of the reasons they selected this printer, according to Kelley Langford, Vice President at Systems Innovators.

[Read the entire story](#)