



FOR IMMEDIATE RELEASE

### **Cognitive Solutions Becomes Architext Partner**

**Golden, CO – March 22, 2007** – Cognitive Solutions, Inc., designer and manufacturer of thermal printing solutions for the healthcare, retail, and manufacturing industries, has recently developed a marketing partnership with Architext, Inc., a leading warning label and graphics software supplier for the pharmacy industry. The partnership will enable pharmacies to utilize the Architext prescription and warning label formats on Cognitive’s thermal printer, the C/Rx, designed for the pharmacy script labeling application.

“Adding Cognitive’s new line of PCL-enabled Pharmacy printers to the list of Architext supported printers was a strategic step forward in the adoption of thermal printing solutions,” said Brian Estep, Vice President at Architext.

Architext can also assist with transitioning printing solutions from laser technology to Cognitive thermal C/Rx printers enabling any pharmacy to maintain the same look their customers have been accustomed too.

Cognitive’s Pharmacy Specialist, Raul Palacios, maintains that “2007 will be the year that thermal printing breaks into the Retail Pharmacy market.” “We believe that partnering with Architext was a key component in delivering a solution to all pharmacies, not just major retailers, and we look forward to fostering that relationship” said Raul Palacios.

Cognitive’s unique C/Rx printing solution offers pharmacies the ability to save time and money in their prescription fulfillment process through improved workflow, barcode automation and low cost of ownership when compared to traditional laser printing. Cognitive’s complete PCL implementation enables pharmacies to easily integrate both label and patient education document printing utilizing the same printer.

#### **About Architext**

Since 1986 Architext has been providing font and graphic solutions for laser printers and display devices. Located in San Antonio, Texas, Architext’s primary charter has been to develop [custom typefaces](#), provide font modifications, and digitize [signatures](#) and [logos](#) for laser printers and display devices. They develop [bar codes](#), foreign language, big number, handwriting, credit card, display devices, [pharmacy warning label](#), and numerous other fonts that are now part of a standard library. For more information, visit <http://www.architext.com>.

#### **About Cognitive Solutions**

Established in 1986, Cognitive Solutions has a history of introducing innovative thermal printers and labels to the industry. Cognitive continues to design, manufacture and market quality printing solutions, adding to its line of Healthcare, Logistics, Postal/Parcel and Retail thermal printers. Cognitive Solutions has operations in North America, South America, Europe and Asia. For more information visit [www.cognitive.com](http://www.cognitive.com) or call 800.451.9874.

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