

FOR IMMEDIATE RELEASE

CognitiveTPG Extends its Save Green, Go Green Trade-In Program

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CognitiveTPG today announced that it will extend its cash back trade-in program until the end of March 2012.

Customers, including resellers, have an additional quarter to take advantage of the \$25 rebate on CognitiveTPG label and receipt printers when trading-in qualifying non-CognitiveTPG label or receipt printers (see eligibility list).

“It really is a win-win situation. The customer receives \$25 back and gets updated printers, all with the satisfaction of knowing that the old printers are handled in an environmentally friendly manner,” said CognitiveTPG’s Director of Sales Kevin O’Donnell.

“Recycling is important for several reasons not just the environment,” said Roman Dziaba, Product Manager for CognitiveTPG. “These older printers can impact productivity due to higher frequency of repairs, slower print speeds, and reduced feature sets. Upgrading to our durable metal frame printers can have long-lasting impact on your business.”

The program is simple to execute. Simply purchase any qualifying CognitiveTPG printer, fill out the online claim form, and ship the trade-in printer. CognitiveTPG will mail the rebate check directly back to the customer within 8-10 weeks of receiving the used equipment.

Qualified CognitiveTPG Printers

- POS Printers – A798 and A799
- Label Printers – EZ-LP, C Series, and Advantage DLX

Benefits of the CognitiveTPG Trade-In Program

- Cash back for older products
- Peace-of-mind knowing that your old printer won’t sit in a landfill
- Simple to follow trade-in steps
- Upgrade to feature-rich, robust, and reliable print solutions

For more information on CognitiveTPG’s Save Green, Go Green Trade-In Program, visit: www.CognitiveTPG.com/tradein

About CognitiveTPG

CognitiveTPG is a leading provider of on-demand barcode and transaction printers to the retail, healthcare, manufacturing, service, and financial sectors worldwide. For over 35 years, CognitiveTPG has provided its customers with compact, economical, and ultra-reliable printing solutions that offer significant returns on investment. Visit us at www.CognitiveTPG.com.