

TOSHIBA

Toshiba print fleet standardisation

Switching multiple other brand printers to Toshiba and gaining a quick ROI

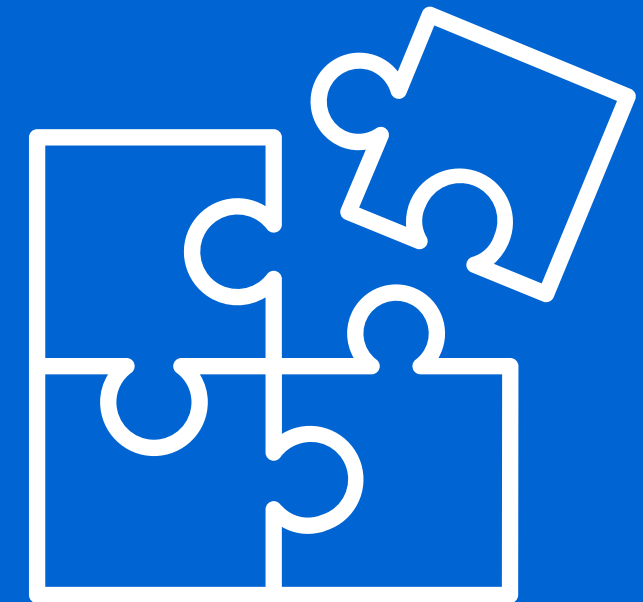
- Differentiation technology
- Save printing costs
- One of the best TCO in the market



1. Target

Toshiba print fleet standardisation

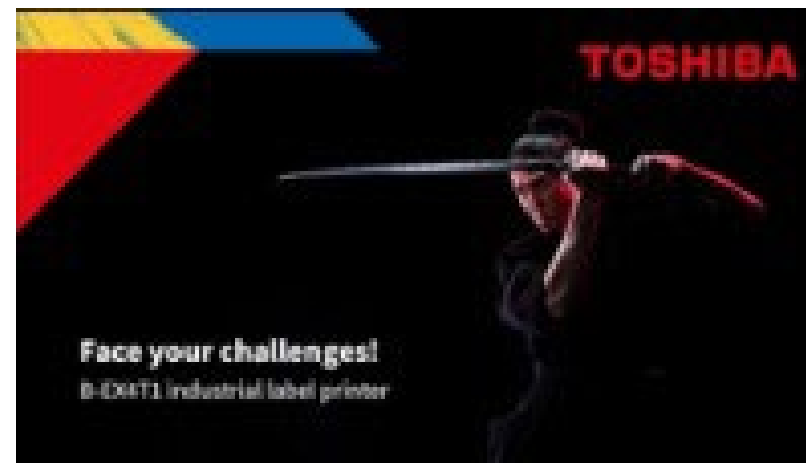
- **Market**
 - Manufacturing: Food & beverages, automotive, chemical, pharma and metal industry.
- **Type of customer:**
 - Companies with more than 20 printers
 - Companies with a mix of other brand printers
 - Companies wanting to improve their long-term ROI from their installed printers.
- **Type of applications**
 - Product, pack or box labelling.
 - Pallet labelling



2. Solution

Toshiba print fleet standardisation

- **Easy replacement** of most printer manufacturers (plug & play emulation)
- Complete barcode printer portfolio with duty cycles up to **24/7**.
- **SAP** device drivers available for most Toshiba printers.
- CUPS drivers for Linux/UNIX & Mac. CUPS driver as a print server enables WMS/ERP **PDF printing**.
- Monitor your installed base with **SOTI Connect** support.



3. Benefits & Results

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- Replace the installed base and gain a **quick return of investment (ROI)**.
- **Consumables savings up to 70%** from Toshiba's unique ribbon save functionality.
- **Reduce service cost** with long-life thermal heads (100+ km)
- **Increase productivity** by reducing down-times when using long length ribbons (800 m or up to 3,200 m with ribbon save)
- **Secure your investment** – Update your current Toshiba printers in the future with additional solutions like RFID or APLEX automated applicator.
- **Low running printing cost.**
- **Best market total cost of ownership.**

