

BIXOLON
RETAIL

*GAME
CHANGER*



Carrier-Leave
USPS DELIVER TO:
BASIC REMOTE BAG 207
PONTIFFICEBOX 33312Y MAX ADDRESS 1X
126 N HANSELMAN LANE MAX ADDRESS 2X
SAINT MARY OF THE WOODSXX, UT 84102
ZIP:USPS DELIVERY CONFIRMATION eVS

RETAIL SOLUTIONS

As the Retail market evolves, customer satisfaction becomes central part of the decision making process. Driven with the desire to build customer brand loyalty to ultimately drive sales, Retailers are experimenting with different types of marketing activities from product promotions to couponing and analyzing consumer habits to then send personalised product recommendations based on their personal requirements.

Driven by technology, Retailers are now looking to engage customers on a global scale through multi-channel retailing - in-store promotions, pop-up stores and self-service terminals and e-commerce.

BIXOLON, a leading company within the retail printing market, provides a range of innovative of receipt, ticket and label printing solutions that incorporate the most up to date technologies to meet the demands of the ever changing industry.

IN-STORE OPERATIONS

In-store operations combine the technologies required for a personalised and unique customer experience, covering people management to product inventory, cash operations, data management, offers and pricing. BIXOLON's superior range provides printing solutions for a range of in-store activities such as POS, queue busting, self-service, price control labelling and ticketing, online order response and more.



Point of Sales

- Stable POS systems with the best BIXOLON POS printers
- High durability of printer parts
- Support for a wide range of interfaces
- Printable discount coupons upon the receipt
- Propose a printer that fits the size and characteristics of the store
- Compatibility with all major operating systems
- Expand the retail market with cloud printing supports
- High payment compatibility



Queue busting

- Reduce customer payment waiting time
- Minimize of customer deviation due to waiting times
- Efficient store management
- Increase in sales volumes
- Enhance customer's satisfaction and brand loyalty



Customer Self Service

- Reduces cashier labour cost
- Enables customer service representatives to specialize
- Easy to find and use for customer
- Accessible at any time



Food Court Order Management

- Small food courts controlled by a central ordering system (Cost saving)
- Real time orders are received directly in kitchen
- Minimize the loss of orders by printing number at bottom of receipt
- Discount coupons entice attract customers to visit again (Increase return rate)
- Prevent losing order receipts by using linerless label printing in the kitchen



Groceries and Food Labelling

- Saving labour cost for checking weight and label printing
- Printing concise product information and price
- Minimized damage on label from liquid and humidity
- Allergic reaction documentation



Inventory Management

- First-in, First-out management
- Add product information onto barcodes
- Identify the movement of a product through RFID
- Discount labelling on product closed to expiration date
- Optimal inventory management
- Minimized overstock



Online Order

- Enhanced accessibility
- Enhance customer's satisfaction and brand loyalty
- Efficient store management
- Support online ordering through B-gate
- Minimize missing orders with voice messages built into the printer



E-commerce Delivery

- 24/7 sales available (Enhanced accessibility)
- Enhancing customer's satisfaction and brand loyalty
- Drive purchases through free shipping events
- Manage customer database (Sending direct messages)
- Advertise products and brands through an app or website
- Concise delivery through printing precise information
- Improve efficiency by printing return shipping labels within a courier truck



Click and collect

- Receipt of collection production and returned goods labelling
- Easy-to-use printers to suit all staff skill levels
- Space saving printers to aid integration into existing store design mobile and fixed printer
- eco-conscious labelling solutions limiting waste, health & safety and productivity gains
- Click & Collect pick-up and drop-off adds convenience Improves overall customer experience collect or drop-off to suit the customer's schedule allow customers to label on-site, so they avoid complexities and cost of home labelling



Price Tag Management

- Convey valuable information to customer in a clear and concise manner
- Price tag removes shopper confusion
- Easy to change the price using the same layout than handwriting a price plate
- Discount labelling on product closed to expiration date
- Enhance brand value by using pre-printing branding on the price tag

DIRECT SELLING (DIRECT TO DOOR)

Direct Selling is a growing method of marketing and retailing goods or services to the consumer away from a permanent premises. Offering flexibility to suit both the seller and consumer, direct selling expands the parameters of traditional selling, where payment solutions are becoming essential for sales representatives in the field. BIXOLON's range of intuitive payment printing solutions allow users to perform various activities ranging from invoicing, payment and customer membership services instantly while in the field.



mPOS

- Builds better relationships with customers
- Customer oriented sales activities
- Opportunity to sell products anywhere, anytime based on the customer's requirement
- Manage the customer's membership point and payment at the same time
- Drive purchase to promote through free sample of products

DIRECT STORE DELIVERY

Direct Store Delivery allows suppliers to reduce operating costs by sidestepping the distribution centre. Instead goods travel directly from the supplier to the retail store, shaving time and money off the Retailer's bottom line. By bypassing the distribution centre and communicating directly with the Supplier Retailers have greater control over their inventory, which in turn can drive sales growth. BIXOLON offers a complete range of direct store delivery printing solutions allowing the proof of delivery to shipping labelling.



Proof of Delivery

- Reduces friction and potential disputes between the company and consumer
- Monitor driver accountability
- Eliminate unnecessary paperwork from the operations
- Blazing fast invoicing and order for cash



Shipping Labelling

- Saving time producing concise printed labels
- Saving cost for using less tape
- Make packages secure during the delivery
- Automatic shipping label system saves label cost and time
- Enhance brand value by using pre-printing branding on price tag

XT5-40NR

4-inch RFID Industrial Label Printer

- Direct Thermal and Thermal Transfer label printing
- 203, 300 or 600 dpi print resolution options
- UHF RFID print and encode capability
- Extremely close-spaced RFID inlay encoding support (minimum pitch of 0.6 inch / 16 mm)
- RFID auto-calibration simply reads the RFID tag location
- Printing at speeds of up to 14 ips (356 mm/sec - XT5-40)
- 4.3-inch full colour touch LCD
- Various options: Auto Cutter, Peeler, Rewinder, Rewinder + Peeler



XL5-40

4-inch Linerless Desktop Label Printer

- Direct Thermal Linerless label printer
- Fast linerless Printing at speeds of up to 6 ips (152 mm/sec)
- Equipped with Anti-jamming, Anti-curling and long-lasting two-platen rollers
- Extreme reliability guaranteed in the harshest of environments. Supports BIXOLON's media supply, B-linerless™, and other BIXOLON certified media



XQ-840

4-inch Desktop Label Printer

- Direct Thermal label printing
- Embedded 8-inch Android Tablet
- Printing at speeds of up to 6 ips (152 mm/sec)
- Anti-theft, water and dust resistant design
- Inclusive on-board software-Food Safety Label, Label Artist™ Mobile, BIXOLON Downloader
- 2 USB Host Ports + Ethernet + WLAN + Bluetooth



XD Series

4-inch Desktop Label Printer

- Direct Thermal and Thermal Transfer options
- Mid-tier (XD5 series) and Entry level (XD3 series)
- Printing at speeds of up to 7 ips (178 mm/sec - XD5-40d)
- Compact clamshell design with intuitive menu buttons and optional LCD
- Suitable for both ½-inch and 1-inch core ribbon (74 m and 300m)



XD5-40tR/SLP-TX400

4-inch RFID Desktop Label Printer

- Direct Thermal and Thermal Transfer label printing
- Printing at speeds of up to 7 ips (178 mm/sec - SLP-TX400R) 6 ips (152 mm/sec - XD5-40tR)
- UHF RFID print and encode capability
- Extremely close-spaced RFID inlay encoding support (minimum pitch of 0.6 inch / 16 mm)
- RFID auto-calibration simply reads the RFID tag location



SLP-TX420/SLP-TX400 SLP-DX420

4-inch Desktop Label Printer

- Direct Thermal (DX420) and Thermal Transfer (TX420, TX400) options
- Printing at speeds of up to 7 ips (178 mm/sec)
- 203 dpi and 300 dpi options
- Field-installable Peeler and Auto Cutter



SLP-TX220/SLP-DX220

2-inch Desktop Label Printer

- Direct Thermal (DX220) and Thermal Transfer (TX220) options
- Printing at speeds of up to 6 ips (152 mm/sec)
- 203 dpi and 300dpi options
- Field-installable Peeler and Auto Cutter



SLP-DX220

SLP-TX220

SLP-DL410 Series

4-inch Desktop Label Printer

- Direct Thermal
- Supporting a wide range of media types such as fan-fold or large labelling
- Compact and space-saving design
- Printing at speeds of up to 5 ips (127 mm/sec)
- SLP-DL410KV supports a built-in converter (from DC12V to DC24V) and cigar jack power cable



XM7-40/SPP-L410

4-inch Mobile Label Printer

- Liner and Linerless label printing
- Printing at speeds of up to 5 ips (127 mm/sec - XM7-40), 4 ips (102 mm/sec - SPP-L410)
- 1.8 m / 6 ft. drop rate and IP54 water and dust proof
- Easy to set up colour LCD (XM7-40 only)
- Embedded Peeler and Paper Guide (XM7-40 only)
- 6,800 mAH (XM7-40), 2,850 mAH (SPP-L410) high battery capacity for all-day use
- Supporting up to 66 mm (XM7-40), 56 mm (SPP-L410) media roll diameter



XM7-40

SPP-L410

SPP-L3000/SPP-L310

3-inch Mobile Label Printer

- Label and Linerless label printing
- Printing at speeds of up to 5 ips (127 mm/sec)
- 2.1 m / 7 ft. drop rate and IP54 water and dust proof
- Easy to set up mono LCD (SPP-L3000 only)
- Embedded Peeler and Paper Guide (SPP-L3000 only)
- 2,850 mAH battery capacity
- Up to 66 mm (SPP-L3000), 49 mm (SPP-L310) media roll diameter supported



SPP-L3000

SPP-L310

XM7-20

2-inch Mobile Label Printer

- Liner and Linerless label printing
- Printing at speeds of up to 6 ips (152 mm/sec)
- 2.1 m / 7 ft. drop rate and IP54 water and dust proof
- Easy to set up colour LCD
- Embedded Peeler and Paper Guide
- Standard 2,850 mAH, Optional 3,400 mAH battery capacity
- Supporting up to 57 media roll diameter



SPP-R410

4-inch Mobile Receipt Printer

- Receipt and Linerless label printing
- Printing at speeds of up to 90 mm/sec
- 1.8 m / 6 ft. drop rate and IP54 water and dust proof
- 2,600 mAH battery capacity
- Easy Bluetooth pairing via NFC
- Supporting up to 57 mm media roll diameter



SPP-R310

3-inch Mobile Receipt Printer

- Receipt and Linerless label printing
- Printing at speeds of up to 100 mm/sec
- 1.8 m / 6 ft. drop rate and IP54 water and dust proof
- 2,600 mAH battery capacity
- Easy Bluetooth pairing via NFC
- Supporting up to 50 mm media roll diameter



SPP-R200III / SPP-R210

2-inch Mobile Receipt Printer

- Receipt and linerless label printing
- Compact and rugged design with light-weight
- Printing at speeds of up to 100 mm/sec (SPP-R200III), 90 mm/sec (SPP-R210)
- 2.1 m / 7 ft. (SPP-R200III), 1.2 / 4 ft. (SPP-R210) drop rate
- 1,200 mAH Battery capacity
- Optional magstripe card reader (SPP-R200III)
- Up to 48 mm (SPP-R200III), 30 mm (SPP-R210) media roll diameter supported



SPP-R200III

SPP-R210

SPP-A200

2-inch Mobile Receipt Printer Sled

- Receipt printing and payment function supported via 3rd party PED (PIN Entry Device)
- Printing at speeds of up to 80 mm/sec
- 1.0 m / 3.3 ft. drop rate
- Simultaneously charge printer and 3rd party PED
- 1,200 mAH Battery capacity
- Supporting up to 30 mm media roll diameter



SRP-380 / SRP-350plusIII SRP-350III / SRP-330II

3-inch POS Printer

- BIXOLON's signature printers including premium level SRP-380, mid-tier SRP-350plusIII, SRP-350III and entry level SRP-330II
- Fast Printing at speeds of up to 350 mm/sec (SRP-380 only)
- High reliability of 250km TPH with its Auto Cutter guaranteed up to 3 million cuts (SRP-380 only)
- 180, 203 or 300 dpi (SRP-380 only) print resolution options
- Wireless and wired connectivity options



SRP-380

SRP-330II

SRP-F310II

3-inch POS Printer

- Premium level front-exit receipt printing
- Printing at speeds of up to 350 mm/sec
- IP12 water and dust proof by Liquid-Barrier™ design
- Built-in power supply for space saving and water protection
- High reliability of 250km TPH with its Auto Cutter guaranteed up to 3 million cuts



SRP-S300 Series

3-inch Linerless Printer

- BIXOLON's LinerlessPro™ technology integrated Sticky and Linerless label printing including SRP-S300, SRP-S300Hi (B-gate mPOS Hub), SRP-S320 (up to 120 mm diameter) and SRP-S320Hi (B-gate mPOS Hub)
- Optional Taken Sensor™ : Labels will not continue to print until current label is removed to prevent jamming
- Supporting special back-feeding and anti-jam technology
- IP12 water and dust proof by a water-resistant cover



SRP-S300

SRP-S320

SRP-Q300 Series

3-inch POS Printer

- BIXOLON's cube printers including SRP-Q300, SRP-Q300B (Built-in battery), SRP-Q300H (B-gate mPOS Hub) and SRP-QE300 (Entry-level)
- Compact cube design
- Compatible with all major operating systems
- IP21 water and dust proof
- Printing at speeds of up to 220 mm/sec



SRP-Q200

2-inch POS Printer

- Ultra-compact and cube design
- Printing at speeds of up to 250 mm/sec
- Supporting horizontal or vertical printing



SRP-275III

3-inch Impact Dot POS Printer

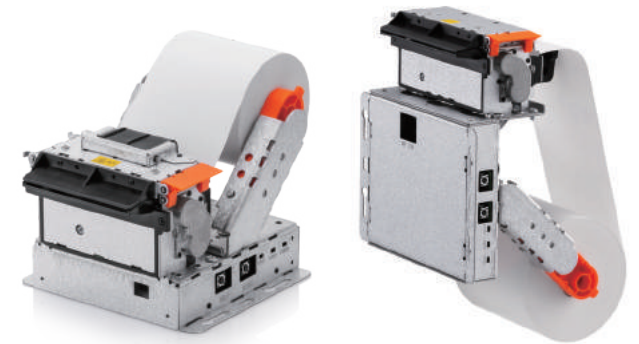
- Two-colour printing
- Printing at speeds of up to 5.1 ips at 40 columns
- 80 dpi (Horizontal), 144 dpi (vertical)
- Equipped with a highly reliable mechanism
- Built-in kitchen buzzer and SMPS



BK3 Series

Kiosk Printer

- 3-inch (BK3-31), 2-inch (BK3-21) options
- The compact and lightweight design to fit perfectly into constricted spaces
- Printing speeds of up to 230 mm/sec
- Long-term reliable operations in a wide range of temperature
- Ideal for standalone self-service kiosk installation in healthcare



BK3-21

BK3-31

B-LINERLESS™

Linerless Media

- B-linerless™ has two different types of adhesive strengths including B-linerless Permanent and B-linerless Restick
- Enhancing employees productivity by eliminating peel-off time and disposal of backing liner
- Cutting storage and transportation expenses
- Up to 40% more length per roll than traditional liner labels



B-RIBBON™

Ribbons for Thermal Transfer Label Printer

- Wax, Wax/Resin and Resin ribbon options
- Quality guaranteed in harsh chemicals, extreme temperatures or outdoors
- Ensuring print quality and durability



LABEL PRINTERS



	RFID XT5-40NR	XL5-40	XQ-840	XD Series
In-store Operations				
Point of Sales				
Queue Busting				
Customer Self Service				
Food Court Order Management				
Online Order				
E-commerce Delivery		•		•
Click and Collect				
Price Tag Management				•
Groceries and Food Labeling	•	•	•	
Inventory Management	•			
Direct Selling (Direct to door)				
mPOS				
Direct Store Delivery				
Proof of Delivery				
Shipping Labelling				•

MOBILE PRINTERS



	XM7-40 / SPP-L410	SPP-L3000 / SPP-L310	XM7-20
In-store Operations			
Point of Sales			
Queue Busting			
Customer Self Service			
Food Court Order Management			
Online Order			
E-commerce Delivery	•	•	
Click and Collect	•	•	
Price Tag Management		•	•
Groceries and Food Labeling			•
Inventory Management	•	•	
Direct Selling (Direct to door)			
mPOS			
Direct Store Delivery			
Proof of Delivery	•	•	
Shipping Labelling	•		

LABEL PRINTERS



	RFID XD5-40TR / SLP-TX400	SLP-TX420 / SLP-TX400 / SLP-DX420	SLP-TX220 / SLP-DX220	SLP-DL410
In-store Operations				
Point of Sales				
Queue Busting				
Customer Self Service				
Food Court Order Management				
Online Order				
E-commerce Delivery		•		•
Click and Collect		•	•	•
Price Tag Management	•	•		
Groceries and Food Labeling			•	
Inventory Management	•	•		
Direct Selling (Direct to door)				
mPOS				
Direct Store Delivery				
Proof of Delivery				
Shipping Labelling	•	•		

MOBILE PRINTERS



	SPP-R410	SPP-R310	SPP-R200III / SPP-R210	SPP-A200
In-store Operations				
Point of Sales				
Queue Busting				
Customer Self Service				
Food Court Order Management				
Online Order				
E-commerce Delivery		•	•	
Click and Collect				
Price Tag Management				
Groceries and Food Labeling				
Inventory Management				
Direct Selling (Direct to door)				
mPOS	•	•	•	•
Direct Store Delivery				
Proof of Delivery			•	
Shipping Labelling				

POS PRINTERS



SRP-380 / SRP-350plusIII / SRP-350III / SRP-330II



SRP-F310II

In-store Operations	
Point of Sales	•
Queue Busting	
Customer Self Service	
Food Court Order Management	•
Online Order	
E-commerce Delivery	
Click and Collect	
Price Tag Management	
Groceries and Food Labeling	
Inventory Management	
Direct Selling (Direct to door)	
mPOS	
Direct Store Delivery	
Proof of Delivery	
Shipping Labelling	

POS PRINTERS



SRP-S3000 / SRP-S300 Series



SRP-Q300 Series



SRP-Q200



SRP-275III

In-store Operations			
Point of Sales	•	•	
Queue Busting			
Customer Self Service			
Food Court Order Management	•	•	•
Online Order	•	•	
E-commerce Delivery	•		
Click and Collect	•		
Price Tag Management			
Groceries and Food Labeling	•		
Inventory Management			
Direct Selling (Direct to door)			
mPOS			
Direct Store Delivery			
Proof of Delivery			
Shipping Labelling			

KIOSK PRINTERS SUPPLIES



BK3 Series



B-LINERLESS™



B-RIBBON™

In-store Operations	
Point of Sales	
Queue Busting	
Customer Self Service	•
Food Court Order Management	•
Online Order	•
E-commerce Delivery	•
Click and Collect	•
Price Tag Management	•
Groceries and Food Labeling	•
Inventory Management	•
Direct Selling (Direct to door)	
mPOS	
Direct Store Delivery	
Proof of Delivery	•
Shipping Labelling	•



RETAIL SOLUTIONS



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