



The Smarter Choice

TSC barcode label printer
Solution Brochure: Retail



TSC aims to enhance your company's success

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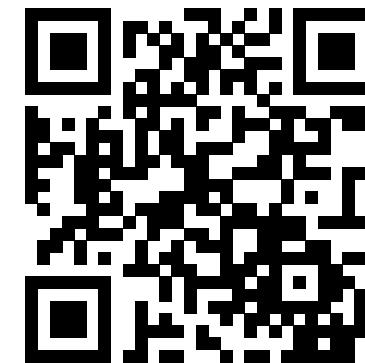
About TSC

A Top-5 global barcode printer manufacturer

04_05

Corporate philosophy and product advantages

The Smarter Choice



Contents

06_07

Optimized workflow: handle shelf labeling and sales with ease

Streamline tasks with flexibility and create seamless transactions between employees and customers

08_09

Print dedicated shelf labels efficiently

Improve work efficiency and eliminate resource waste

10_11

Price markdown is no longer a tedious task

Retrieve information from the central database, eliminate human error and quickly print labels for markdowns

12_13

Quickly process refund labels through central database in real time

Streamline procedures to print receipts/coupons efficiently during busy holidays

14_15

Label thousands of products with efficacy

Fits perfectly with the flexibility of retail

16_17

Success story

18_20

Product Overview & Recommendation

21

Global locations

TSC

A Top-5 global barcode printer manufacturer

Trusted by customers around the world. More than 3 million units sold



All it takes to simplify your processes, make significant savings on manpower, and improve the accuracy of inventory management, production and distribution, is a simple barcode label. These are just a few of the advantages of utilizing automatic identification products.

TSC thermal printer division of Taiwan Semiconductor Co., Ltd. was created in 1991 for an OEM partnership with Eltron. Fair prices, excellent durability, high quality, and dedicated professional support services have given Taiwan Semiconductor a market advantage that has attracted international attention and patronage. The company continued to improve its operations, products and services to meet customer needs as well as strengthen its position in the automatic identification market. TSC started to sell its products in Asia, North America and Europe, and then expanded to include Middle East, Africa and the Oceania to build a client base that spans the globe.

As the thermal printer division grew globally, Taiwan Semiconductor decided to maximize long-term competitiveness and future business development. The thermal printer division became an independent entity under the name of TSC Auto ID Technology Co., Ltd. in 2007, which focuses solely on the manufacture and sales of barcode label printers and became an over-the-counter-listed company in November 26th, 2008.

In January 2016, TSC completed the acquisition of the US barcode printer division of Printronix Inc. whereby TSC became one of the top-5 global thermal barcode printer brands. This acquisition incorporated 40 years of Printronix experience in the barcode printing industry into TSC and will enable the development of even more innovative products. Together, TSC's increased sales and service network around the globe will allow TSC to be more reactive to customer needs. Combining both brands mark a giant milestone in the path towards the goal of becoming the world's number one all-round supplier of automatic identification solutions.

Corporate philosophy and product advantages



The Smarter Choice

High performance barcode and label printers at a fair price

Changes in global industry have made automatic identification systems almost mandatory. Customer requirements have become increasingly demanding in terms of specifications, features, quality, costs and services. Any one of these details can be the key to success of a product. How accurately and quickly a company can grasp the market trend and respond to the needs of customers is often what determines marketplace success.

TSC believes that excellent quality and dedicated services are vital to ensure brand loyalty. At TSC, we not only have a professional technical team, but we also pay close attention to the needs of our customers around the world, particularly with respect to the development of new products.

TSC is a Taiwanese brand, dedicated to the highest standards in terms of design, user-friendliness, stability and durability. We have supplied more than 3 million label printers to the automatic identification market—a testimony to the world-class quality of our products. The TSC business philosophy encompasses innovation, professionalism, and dedication to build a brand and quality customers can trust.

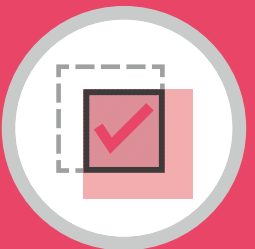
TSC engineers focus on system integration and product applications to ensure that all of our barcode printers can achieve a seamless match with existing customer systems, without any need for changes in factory equipment or processes. This "trouble-free replacement" helps to streamline processes, reduce the error rate, improve production efficiency, lower production costs, and even improve quality. Our clients tell us that not only is TSC on par with or better than other international brand manufacturers in terms of quality, but most importantly our products are highly firmware-compatible. Switching to TSC from another brand requires minimal setup. Our longstanding experience in all vertical market applications, flexible customized services, and the reliability of our products together form the core of TSC competitiveness and success.

We do everything it takes to fulfill the TSC brand promise every day with our smart products and excellent customer service.

If you are looking for a high quality, durable, and compatible barcode printer at a reasonable price, one which can easily be integrated into your current system and comes with great after-sales services, then TSC is the obvious choice.



Our R&D team responds to market trends with the development of new product functions and work to ensure compatibility to satisfy the needs of the market.



Product customization and integration and trouble-free replacement ensures smooth system installation.



Every printer is given two 100% inspections to ensure perfect quality and reliability.



Optimized Workflow: Handle Shelf Labeling and Sales with Ease

Streamline tasks with flexibility and create seamless transactions between employees and customers



Print dedicated shelf labels efficiently

Improve productivity and eliminate resource waste



Model_
TC Series



Recommended Product: TC Series

TC series is an economical and high performance desktop label printer. The design represents TSC innovation and commitment to user experience. The print speed can go up to 6 inches per second and reach a 4 inch wide label print width, appropriate for product labels, tags and receipts. The addition of the color screen gives users a clearer and easier way to access operational information. TC series remains the best choice on the desktop label printer market because of its durability, performance and speed.

Key Features

- Perfect size — space saving design
- 2.3" color TFT display for easy to get information (only for TC210 and TC310)
- High quality double-walled clamshell design
- Easy media loading featuring center-biased spring loaded design
- Available in 203 dpi and 300 dpi resolutions
- TSPL-EZD firmware for plug-n-play ease and includes Eltron®, Zebra® and Datamax language support
- ENERGY STAR® qualified

Shelf labeling is an everyday task for a store employee working in a retail store. They need to make sure each item's price and information is clear to the customer, especially when certain shelf tags are more important than others. Take grocery stores as example, goods are not marked by price tags anymore but instead replaced by barcode tags so customers must rely on the shelf tag to know the price of the product.

However, completing this seemingly simple task is not as easy as a one may imagine. Every time a employee needs to make new shelf labels, they need to use a laser printer which is usually located in a back office to print shelf edge labels and cut each single label manually. This method is very costly on a per label basis

Can we save resources?

especially when a shelf label has accidentally gone missing or needs replacement. The employee would then need to reprint and place new labels. The simple task is time consuming and wasteful as almost 90% of a sheet of label is unused and thrown away.

By using an inexpensive TSC labeling printer, retailers can now print the shelf labels on demand. The exact number of labels can be printed without having to waste an entire sheet of labels. A thermal printer with perforated labels makes it much more efficient to print label by label without using a whole piece of A4 paper and other cutting tools. A more portable solution could be for the employees to carry a scanner and TSC portable printer. They can scan the barcode on the products and immediately pull out the product information, which allows them to print out labels on the spot that could save a great amount of time and energy.

Recommended Product: Alpha-3R

Alpha-3R is a compact, easy-to-carry, portable printer that is simple to use and fast to print, making it effortless to use even in action. The efficient power can support up to 30 hours of usage. The user can print out labels without worrying about a power outage.

Key Features

- Compact design to meet daily mobile printing needs
- High capacity 2500 mAh, last more than 30 hours of printing receipts on a single battery charge
- Large media capacity 57 mm (2.25") OD to reduce media change frequency
- High-speed processor and extensive memory for fast print speeds of up to 102 mm (4") per second
- IP54-rated environmental case to resist dust and water
- Plastic design with rubber over-mold construction that withstands 5 ft. (1.5 m) drop
- Supports TSPL-EZ, ESC-POS, CPCL emulation



Model_
Alpha-3R

Price markdown is no longer a tedious task

Retrieve information from the central database, eliminate human error and quickly print labels for markdowns



Model_ TE200 Series



Recommended Product: TE200 Series

The TE200 series of 4" wide desktop label printer were designed and built high performance and cost-effective. The innovative outer ABS shell is designed to withstand the tough environment, even if printing all day long, you will still get high quality, clear and readable labels. The powerful hybrid electric motor can handle a large 8" OD label rolls, which will reduce the frequency of media replacement and satisfy high volume printing demands. TE200 series also provides variety of customized applications for specific market demands, such as small label printing or two-sided printing.

Key Features

- Fast print speed up to 152.4 mm (6") per second
- High quality of ABS plastic clamshell design withstands the tough environments and is easy for media loading
- 5" OD internal media supply, optional external media holder supports 8.4" OD label rolls on 3" core
- Available in 203 dpi and 300 dpi resolutions
- TSPL-EZD firmware for plug-n-play ease and includes Eltron®, Zebra® and Datamax language support
- ENERGY STAR® qualified

Attracting customers through price promotions is one of the most effective ways to increase sales. Most retail stores offer some type of promotional sale every holiday or even every day. Although sale prices can be marked with a large sign or shelf label, this can easily cause issues when products are not in the proper location. With the use of barcode labels, each product's pricing information can easily be brought up.

With the vast amount of products, each with varying prices, an employee needs to take time to print out and label each product. In the past, the employee had to print labels in the office and then walk back and forth between the different merchandise displays to properly label each product or shelf.

Is it possible to be connected to a central database for price markdowns?

Today, TSC can provide retailers with much more efficient solutions by combining the barcode scanners and portable printers, which will effectively reduce errors and time wasted by employees. Employees only need to use the barcode scanner to scan the product label barcode, and retrieve promotional information from the central database. New price markdown labels can be printed on the spot with TSC's portable printers. This method does not require extra manual confirmation which can improve work efficiency greatly.

Recommended Product: Alpha-3R

Alpha-3R is a compact, easy-to-carry, portable printer that is simple to use and fast to print, making it effortless to use even in action. The efficient power can support up to 30 hours of usage. The user can print out labels without worrying about a power outage.

Key Features

- Compact design to meet daily mobile printing needs
- High capacity 2500 mAh, last more than 30 hours of printing receipts on a single battery charge
- Large media capacity 57 mm (2.25") OD to reduce media change frequency
- High-speed processor and extensive memory for fast print speeds of up to 102 mm (4") per second
- IP54-rated environmental case to resist dust and water
- Plastic design with rubber over-mold construction that withstands 5 ft. (1.5 m) drop
- Supports TSPL-EZ, ESC-POS, CPCL emulation



Model_ Alpha-3R

Quickly process refund labels through central database in real time

Streamline procedures to print receipts/coupons efficiently during busy holidays



Model_
Alpha-2R

Recommended Product: Alpha-2R

Alpha-2R is a compact, easy-to-carry, portable printer that is simple to use and fast to print, making it effortless to use even in action. A single charge can support up to 17 hours of usage. The user can print out labels without worrying about a power outage. Alpha-2R offers the largest media capacity in the 2 inch receipt market with a media capacity of 58 mm wide and a maximum receipt roll out diameter of 50 mm, so as to reduce the frequency of media replacement and enhance work efficiency.

Key Features

- Compact design to meet daily mobile printing needs
- High capacity 1620 mAh, last more than 17 hours of printing receipts on a single battery charge
- Large media capacity to reduce the frequency of changing media roll
- High-speed processor and extensive memory for fast print speeds of up to 102 mm (4") per second
- IP54-rated environmental case to resist dust and water
- Plastic design with rubber over-mold construction that withstands 5 ft. (1.5 m) drop
- Supports TSPL-EZ, ESC-POS, CPCL emulation
- ENERGY STAR® qualified

For the western markets, stores can make up to 40 percent of their annual sales during just the Christmas period. Often times, the person that receives the gift may not like the gift or it may be the wrong size or color. This is where gift receipts or refund certificates are important.

In the past, a customer needed to bring along a receipt from the store as a buying certificate. However when the receipt is lost, the goods would not be able to be refunded. To provide better service for their customers, some retail stores combine a TSC label printer with a scanner, creating a much more convenient and flexible

Are receipts more than just a piece of paper anymore?

process for returns. The employee only needs to scan the goods at the checkout point to print out a label dedicated to the sold product, and then attach the label directly to the sold product. When a customer needs to return or refund a product, he only needs to take the product with the label still attached, and be scanned into the system to retrieve the purchase information to complete the refund process.

TSC can also provide various services and combinations of printers to suit the needs of its clients. Receipts and labels are not just simple receipts and labels anymore, they can also be combined with other sales applications to improve company operation and customer satisfaction.

Recommended Product: DA220 Series

The TSC DA220 series is compact in size, and this 4 inch printer is extremely stable and durable. It can print up to 6 inches per second to easily achieve high-quality label printing. The DA220 series has a large memory capacity of 128 MB Flash, 64 MB SDRAM, which is the perfect choice for retailers with needs for printing specific label format or fonts.

Key Features

- High quality double-walled clamshell design
- Compact size — space saving design
- User-friendly clamshell design for easy media loading
- Up to 152.4 mm (6") per sec. print speed
- TSPL-EZD firmware for plug-n-play ease and includes Eltron®, Zebra® and Datamax language support
- ENERGY STAR® qualified



Model_
DA220 Series



Label thousands of products with efficacy

Fits perfectly with the flexibility of retail



Model_
ME240 Series

Recommended Product: ME240 Series

ME240 series is an economical industrial barcode printer. The printer's all metal construction and low profile design is durable enough to withstand the toughest production environments. The heavy-duty die-cast aluminum print mechanism can be assembled into automatic packaging or labeling machinery, which can be applied to customized packaging, labeling or related applications. ME240 series is installed with the TSPL-EZ printer programming language which makes it effortless to write programs and manage file. There features internal scalable True Type fonts and is a fully compatible set of standard industry emulations right out of the box. ME240 series is a label printer that has excellent compatibility.

Key Features

- Die-cast print mechanism ideal for KIOSK system or customized solutions
- Available in 203 dpi and 300 dpi resolutions
- 2-button 3-LED (basic model)/6-button LCD control panel (advanced model) for user-friendly operation
- TSPL-EZD firmware for plug-n-play ease and includes Eltron®, Zebra® and Datamax language support

There are thousands of labeled goods in a retail store. One may need to compare the ingredients in food products or choose color and materials in garments — all these add up to the importance of labels. Labels are not only a piece of paper containing product information, it can also be an important source to communicate product or brand image. Labels can be the key to whether consumers buy the product again or not, therefore it is an important task that must not be neglected by the retail staff.

However, there are new goods to be labeled on a daily basis, even all the returned goods that need to be re-shelved require new labels. The staff is faced with a highly repetitive task to relabel all the goods. In the past, information was recorded on paper and labels were printed off manually. This not only caused human errors but was also time and energy consuming. Solving this problem was quite challenging in the past, but now, with the use of a TSC label printer, the solution is very simple.

Can anyone be a labeling expert?

Whether it is printing labels or special tags, TSC label printers are strong in their technical functions and have great compatibility to other systems. They are also simple to operate, which can make a perfect partner for any industry with high staff turnover such as retail. Employees only have to go through basic training to be able to operate the printers with ease. The retail stores can enhance the overall operation value of the store and save the store employees' time that can be better used to service customers, which not only help raise company's earnings but also strengthen the brand image.

Recommended Product: TDP-225 Series

TDP-225 series printer is a compact 2-inch desktop printer to offer an optional LCD display for easy tracking of print job status. Double-walled clamshell design allows for easy media loading, effectively reducing training time for new staff.



Key Features

- High quality of double-walled clamshell design
- Easy media loading
- LCD display for easy tracking of printing status
- Available in 203 dpi and 300 dpi resolutions
- ENERGY STAR® qualified

Model_
TDP-225 Series



Success story

Improves product-tracking efficiency

Know where products are — with just one label



Flipkart, a major Indian e-commerce company that owns the 10 most popular websites in India, was having trouble tracking its increasingly diversified online product offering — thousands of items ranging from movies, music, games, computers and mobile phones to stationery, clothing, toys, healthcare products and home appliances. The company's old product-tracking system was unable to keep up with its rapidly expanding product line and high volume of customer orders. **Flipkart** decided it needed to replace its aging product-labeling equipment with a reliable, easy-to-use barcode printer that would improve tracking efficiency and expedite goods delivery.

Flipkart decided to evaluate and test barcode printers from several manufacturers, including products from TSC and its Indian partner. The systems were graded based on reliability, durability, ease of use, programming support and service.

Working closely with **Flipkart**'s senior management as well as technical and financial team, TSC and its Indian partner were able to develop a solution — with the ME240 printer as the centerpiece — that met all of **Flipkart**'s requirements, including the integration of the ME240 with this customer's required application and logo printing (a performance feature competitors were unable to offer).

TSC's solution included the following powerful performance features — a Performance and Monitoring Dashboard System (PMDS) and a Dashboard Online Monitoring System.

The TSC partner's PMDS software enables **Flipkart** to monitor ME240 printers from any location via their Internet IP Address or MAC Address. Using the TSC partner's Dashboard Online Monitoring System, an administrator sitting at a central location can view the status of ME240 printers installed around the globe. The web-based application connects printers directly via an Ethernet LAN Switch, extracting information from printers using their IP address or MAC identification and uploading software updates remotely.

TSC passed technical evaluation and eventually won the competition. After undergoing a series of demonstration and application tests, the ME240 passed all of its technical evaluations and met all of the following **Flipkart** requirements:

- Designed Dashboard to monitor all the 260 printers from all locations
- Deployed Dashboard to manage from a central location all 260 printers across multiple remote sites
- Fully integrated Linux
- Provided "out of the box" emulation of popular ZPL printer language, making it easy to print FlipKart's logo
- Maximized memory with 4 GB SD card
- Eliminated **Flipkart**'s planned purchase of 280 laser printers that were to be used for invoice printing
- Supported design of an information label that also serves as an invoice

Change price labels quickly and with ease

Increase productivity



Founded in 1972, **DRIM** is a family business from Catalonia, Spain, specializing in toys for children, hobbies and childcare items. In recent years, the **DRIM** brand has experienced significant growth throughout all of Catalonia. The company has made a large investment in the management of as many as 75 stores, and the opening of its own logistics center with 16,000 m2 dedicated to supplying its points of sale in the fastest and most effective ways possible.

While the company constantly strives to provide fun for children and adults, it also wants to create a great work environment for its employees. That's why **DRIM** wanted an efficient system to label its products and make price changes easier, especially for special offers or during the critical Christmas season.

The quality of the TSC Alpha-3R printer is what drew this retailer's attention from the outset. And once tested, **DRIM** made the decision to go with the Alpha-3R for all its stores. The integration of the printers was seamless, only taking half an hour to train users.

With the help of TSC printers, **DRIM** can identify each product including the store ID, the standard price and the product reference. With a total of 2,000 references, **DRIM** efficiently manages all of its daily labeling activities, as well as specific promotions like holiday season's specials. Their Christmas catalogue has about 1,000 references. In the past, they needed 3 or 4 days to change prices. Now with the Alpha-3R printer, the staff can achieve the same work in a single morning. In addition, given the ease-of-use of the system, it can be carried out by one person.

According to Raul Lleberia, IT Manager, **DRIM** benefits in a number of ways by using the TSC printer — from its compact size, quality construction, intuitive handling, long battery life to its affordable price. The company realizes efficiencies in man power by reducing the time needed to change prices from one hour to five minutes.

Product Overview & Recommendation

	2" Width		3" Width	4" Width													
	TDP-225 Series		Alpha-2R	Alpha-3R	DA220 Series		TC Series		TC Series		TE200 Series				ME240 Series		
	TDP-225	TDP-324	Alpha-2R	Alpha-3R	DA220	DA320	TC200	TC300	TC210	TC310	TE200	TE300	TE210	TE310	ME240	ME340	
Resolution	203 DPI	300 DPI	203 DPI	203 DPI	203 DPI	300 DPI	203 DPI	300 DPI	203 DPI	300 DPI	203 DPI	300 DPI	203 DPI	300 DPI	203 DPI	300 DPI	
Max. Print Speed	5 IPS	4 IPS	4 IPS	4 IPS	6 IPS	4 IPS	6 IPS	4 IPS	6 IPS	4 IPS	6 IPS	5 IPS	6 IPS	5 IPS	6 IPS	4 IPS	
Max. Print Width	2.13"	1.89"	1.89"	2.83"	4.25"	4.16"	4.25"	4.15"	4.25"	4.15"	4.25"	4.16"	4.25"	4.16"	4.09"	4.09"	
Max. Print Length	90"	40"	90"	90"	1000"	450"	90"	40"	1000"	450"	110"	40"	1000"	450"	90"	40"	
Ribbon	X		X	X	X		110 m		110 m		110 m/300 m				450 m		
Memory	• 4 MB Flash memory • 8 MB SDRAM • microSD card reader for Flash memory expansion, up to 4 GB		• 128 MB Flash memory • 64 MB SDRAM	• 4 MB Flash memory • 8 MB SDRAM	• 128 MB Flash memory • 64 MB SDRAM	• 4 MB Flash memory • 8 MB SDRAM • SD Flash memory card reader for Flash memory expansion, up to 4 GB			• 128 MB Flash memory • 64 MB SDRAM • SD Flash memory card reader for Flash memory expansion, up to 32 GB			• 8 MB Flash memory • 16 MB SDRAM		• 128 MB Flash memory • 64 MB SDRAM		• 4 MB Flash memory • 8 MB SDRAM • SD Flash memory card reader for Flash memory expansion, up to 4 GB	
LCD/LED	• 1 LED & feed button		• 5 LEDs & 3 operation buttons	• 5 LEDs & 3 operation buttons	• 1 LED & feed button		• 1 LED & feed/pause button			• 1 LED & 6 operation buttons • 2.3"color TFT display			• 1 LED & feed/pause button		• 3 LEDs & 2 operation buttons (basic model) • LCD & 6 operation buttons (advanced model)		
Interface	• USB 2.0 • RS-232 • Internal Ethernet, 10/100 Mbps (dealer option) • Bluetooth (user option)		• PCBA1 : USB 2.0, Bluetooth • PCBA2 : USB 2.0, MFi Bluetooth • PCBA3 : USB 2.0, 802.11 a/b/g/n Wi-Fi • NFC (factory option) • RS-232 (user option)	• PCBA1 : USB 2.0 • PCBA2 : USB 2.0, Bluetooth • PCBA3 : USB 2.0, MFi Bluetooth • PCBA4 : USB 2.0, 802.11 a/b/g/n Wi-Fi • RS-232 (user option)	• PCBA1 : USB 2.0, RS-232, Internal Ethernet, USB host, for scanner or PC keyboard • PCBA2 : USB 2.0, Internal Ethernet, 10/100 Mbps • Internal 802.11 a/b/g/n wireless (factory option) • Internal Bluetooth (factory option) • External Bluetooth (RS-232, user option)		• USB 2.0 • RS-232 • Centronics • Internal Ethernet, 10/100 Mbps • External Bluetooth (RS-232, user option)			• PCBA1 : USB 2.0, RS-232, Internal Ethernet, 10/100 Mbps, USB host, for scanner or PC keyboard • PCBA2 : USB 2.0, RS-232, Internal Ethernet, 10/100 Mbps, Centronics • External Bluetooth (RS-232, user option)			• USB 2.0 • Internal Bluetooth 4.0 (factory option)		• USB 2.0 • RS-232 • Internal Ethernet, 10/100 Mbps • USB host, for scanner or PC keyboard • Internal Bluetooth 4.0 (factory option) • External Bluetooth (RS-232, user option)		• USB 2.0 • RS-232 • Internal Ethernet, 10/100 Mbps (factory option) • USB host, for scanner or PC keyboard (factory option) • Centronics (factory option) • External Bluetooth (RS-232, user option)
Physical Dimension (WxHxD)	109 mm x 171 mm x 209 mm 4.29" x 6.73" x 8.23"		89.3 mm x 134.5 mm x 56.5 mm 3.52" x 5.3" x 2.22"	116 mm x 148 mm x 70 mm 4.57" x 5.83" x 2.75"	172 mm x 165 mm x 195 mm 6.77" x 6.50" x 7.68"		203 mm x 191.5 mm x 259.3 mm 7.99" x 7.54" x 10.21"			203 mm x 191.5 mm x 259.3 mm 7.99" x 7.54" x 10.21"			204 mm x 164 mm x 280 mm 8.03" x 6.46" x 11.02"		286 mm x 259 mm x 434 mm 11.26" x 10.20" x 17.09"		

*Product models and Specifications are subject to change without notice.

	TDP-225 Series	Alpha-2R	Alpha-3R	DA220 Series	TC Series	TE200 Series	ME240 Series
Shelf labeling							
Product labeling							
Price markdown							
Price tag printing							
Receipt/coupon printing							

Global locations

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TSC aims to enhance your company's success