

DigiPos extends product line with new partnership

Point-of-sale solutions provider DigiPoS has extended the portfolio of products on which it draws for the creation of high performance retail solutions with the announcement of a new partnership with international printer manufacturer Star Micronics.

Star Micronics is recognised as a leader in the field of point-of-sale printers, supplying equipment to top corporate clients including the South African National Lottery operator Gidani, Harrods, Benetton, Burger King and many others. The high profile which the brand enjoys in Europe is rapidly extending to South Africa, particularly through relationships such as that forged with DigiPoS.

According to DigiPoS managing director Regan Atkins, the availability of the Star Micronics printer line brings potential benefit to the company's retail clients. "As a purpose-designed range of POS printers, Star offers the reliability, performance and durability to handle high-volume environments," he says.

Beyond this, Star provides the widest choice of point-of-sale printers available today, offering solutions at every level. Furthermore, its expertise is reflected in its development of a number of industry firsts, including the TSP1 futurePRNTTM series. These printers deliver unique retail marketing tools that effectively work alongside existing POS software; the range includes the world's two fastest single station printers - the TSP700II and TSP100GT, capable of printing at 250mm/second, and the world's first dedicated LAN receipt printer at entry-level pricing.

"In addition, the company is flexible in its approach to support and warranty; it is unique in its focus on these aspects as a competitive advantage, with the understanding that retailers see considerable value in a well-supported product," Atkins adds.

Adding Star to its product portfolio gives DigiPoS customers freedom of choice across a comprehensive branded POS printer range with a recognised reputation in Europe, adds Atkins. "The customer base and brand is growing rapidly in South Africa. We're confident of achieving good market share for these printers in conjunction with our range of POS solutions; already Star has concluded a significant deal in South Africa which will see the deployment of over a thousand printers," he concludes.