



About Perlick Corporation

www.perlick.com

Headquarters: Lewiston, Maine

Perlick is the leader in commercial bar and beverage refrigeration and dispensing equipment. The Perlick product line includes both indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezers and refrigerated drawers, clear ice makers and beer dispensers.



Bottom's Up

Overview

Vertical

Market: Bar and Beverage equipment for restaurants and residential

Application: Thermal printer technology for labels

Products: Advantage LX printers

Challenge: Locate the ideal thermal printer that handles large volumes and stands the test of time.

Background: The bar and beverage equipment distributing industry...

Customer

Perlick Corporation manufactures and supplies a full line of bar & beverage dispensing equipment for restaurants and residential homes. The company manufactures the equipment in its 300,000 square foot facility. The biggest issue for their printing needs is ease of use and reliability. Roughly 200-300 tickets are printed daily using a total of 20 printers, and they need a printer that will save time and increase productivity.

This company has been in business since 1917 and quickly established a nationwide reputation of unparalleled quality for their industry-leading commercial under-counter refrigeration and beverage dispensing equipment for the hospitality industry; in fact, their products are ever-present in most of today's finest restaurants, bars, hotels, stadiums, and resorts throughout the world. They now offer a residential luxury line as well with a host of industry-exclusive and patent pending features-to their credit.

CognitiveTPG Solution

Perlick chose to install the CognitiveTPG Advantage LX printer in its facility because of its ease of use and its long-term reliability. Twenty 203 dpi printers total were installed. The labels printed by the Advantage LX are used for warranty purposes, identification and shipping information. Previously, this company hand-wrote tickets, so the installation of the printers saved time and increased productivity.

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 have significant returns on investment