

The Cognitive Connection

Sharing News with Our Partners

In This Issue

[Celebrating 20 Years of Innovation](#)

[Preview Cognitive's New Compact Industrial Printers](#)

[Cognitive Allegiance Program](#)

[Call for Entries](#)

[Application Story](#)

Greetings Barry,

Welcome to the first edition of Cognitive's E-newsletter ***The Cognitive Connection***. Our objective is to communicate information about our products and applications that can help improve your business. In the coming months, we'll include new product announcements, success stories, and much more.

This year Cognitive Solutions is twenty years old. Thank you to our distributors, resellers and users for your continued support. You have been as much a part of the last 20 years of innovation as our own team.

I hope you find our newsletter useful and informative. We welcome your comments and suggestions.

Sincerely,

Barry Knott,
President and CEO

Important Links

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[Our Distribution Partners](#)

[Worldwide Sales Contacts](#)

Celebrating 20 Years of Innovation



2006 marks two milestones for Cognitive Solutions. We're celebrating 20 years of barcode printer innovation and we're launching our newest family of printers....**the C Series.**

It was 20 years ago that Cognitive founder, John Berquist, pioneered the concept of desktop thermal printing with the debut of the world's first desktop barcode printer, the Barcode Blazer. Since then the barcode printer industry has grown in many directions and now the global market for thermal barcode printers is in excess of \$1.3 billion dollars.

Cognitive has long been best known for its rugged, reliable and durable desktop thermal printers. Today, our best selling [AdvantageLX](#) printer is still the printer of choice for high performance and reliability under the toughest conditions.

[View our Timeline of Innovation](#)

Preview Cognitive's New Compact Industrial Printers *The Next Step in Barcode Printing*



Cognitive's new C Series thermal label printers bridge the price/performance gap between desktop and mid-range printers. With 6 or 8 inch per second print speeds and incredibly quick "first label out" time, C Series printers provide big box productivity at desktop prices.

Cognitive will take the C Series to a city near you starting in April.

For a special advance preview package on the C Series contact Cognitive Marketing at **800.451.9874 (US only) or 720.221.9430 (International)** or email us at marketing@cognitive.com

Stay tuned for more information!

Cognitive Allegiance Program

Cognitive Launches Exciting Reseller Incentive Program



Cognitive Solutions is thrilled to announce the debut of its Reseller Incentive Program, the **Cognitive Allegiance Reseller Program**. The program is designed to reward and recognize top-performing resellers. It provides additional incentives and tools for resellers to have a competitive edge in today's marketplace.

The program includes discounted demo equipment, new product previews, customized marketing programs, sales engineering support, and pre-sales support that is unmatched in the industry today.

To become a Cognitive Allegiance Reseller contact Kelly Jamison, Director of Sales at **800.451.9874 (US only) or 720.221.9432 (International)** or email us at marketing@cognitive.com

[Read more about Cognitive's Allegiance Reseller Program](#)

Call for Entries

How do you use your Cognitive Printers?



Tell us how you or your customers use Cognitive printers and get featured on our website!

Cognitive is now asking our resellers and customers to submit application stories and photos in exchange for some added exposure both on our website and elsewhere.

New and innovative application stories will be rewarded with a great prize.

For more information email us at marketing@cognitive.com

Application Story

Jewelers' Inventory Sparkles with Easy Management



Scenario: A local Colorado boutique jewelry store founded in 1948 needed an affordable, yet reliable system to help them manage their extensive inventory.

Solution: Cognitive's Advantage printer was selected because it

- Could handle many tickets on one roll allowing hundreds of labels to be printed a day
- Is very easy to use
- Is extremely rugged and reliable

"The Advantage printer is such an integral part of my business. It's the most reliable employee we have! I expect it will last us at least another five years before we have to replace it. I would definitely recommend this printer to other retailers."

Roger Tapia, co-owner, Creekside Jewelers.

[Read Full Story....](#)

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