

# Maxatec

creating  
value  
through  
partnerships

POS Terminals

Receipt Printers

Peripherals

Portable Printers

Barcode Printers

Technical Services

Consumables



# Our customers are the focus

Maxatec is an ISO 9001:2000 certified supplier of hardware and services for the POS, Auto ID and Mobile market sectors. The Company has over 35 years experience in distribution with an extensive network of resellers in the UK and Mainland Europe, as well as the Middle East and Africa.

The Company represents a select number of UK and foreign manufacturers in its markets, and prides itself in developing strong partnerships with both suppliers and customers. Maxatec's philosophy is that business is built on relationships and not just on delivery of a product at a cost effective price. This is demonstrated by the long-standing Agreements with existing suppliers, and the close relationship that has been established with long term, key customers across EMEA.

Maxatec understands the definition of the term 'flexibility', and will deliver exactly what the customer demands time and time again. A portfolio of differentiated, high quality, high performance products and a range of specialist services, makes Maxatec a natural choice for companies looking for business opportunities in niche markets with a product set that is not over-distributed through the mainstream channel.

In the competitive arena in which we live today, Maxatec stands apart from its competitors by operating across three market segments, but at the same time specialising in each of them. Technology innovations mean that markets are becoming more intertwined, and the requirement for overlap in experience and services in these areas is increasing every day. Maxatec offers this experience to each of its customers, and indeed, suppliers.

## Maxatec pos terminals

As a distributor for NCR, we offer a range of high quality and high performance PC-based POS terminals, featuring the latest technology developments. The POS terminal range includes both fully integrated touchscreen units, with optional features such as fingerprint recognition and wireless communications, as well as modular systems with a POS PC box, configurable with matched peripherals suitable for a variety of retail applications and environments. Specifications, depending on the product choice, include high brightness touchscreens, 1.3 / 2.4 GHz processors, multiple flexible interfaces, CF card upgrade slot, customer displays, and MSR.

The **FlexPOS** from Maxatec is an integrated touchscreen terminal that has evolved from industrial PC technology. The product is designed to withstand the rigours of modern retail or hospitality environments, and provide the user with a well-specified product at an economical price point. The **FlexPOS** product is now well proven in a wide variety of installations.

Our portfolio of POS terminals is extensive and we are confident we can offer a product for all applications and environments that will be competitive, reliable and highly specified.



## Maxatec receipt printers

Receipt printers are at the very heart of the Maxatec business, and we have more than 35 years experience to extend to our customers.

Our range of thermal and impact receipt printers is both comprehensive and leading-edge. Aesthetically pleasing, small footprint, print speeds now beyond 200 mm/sec, our product set meets our customers' needs.

As well as the **Maxatec** brand, we are the EMEA distributor for **TPG**. **TPG** is a world-class manufacturer of single station and hybrid receipt printers, and the printer range is used by many of the largest retail stores in the world. The hybrid range enables the user to print and validate cheques, print multi-part business documents, as well as print standard high speed receipts using a choice of communications. The single station range comprises, colour and mono-chrome receipt printing, a choice of print speeds and communications.



# of everything we do...

## Maxatec peripherals

As a distributor, we are constantly seeking out new products of the quality and specification our customers have come to expect from Maxatec.

The **Zebex** scanner range is a superb set of well-built, field-proven products at a competitive price point. The range includes handheld and hands-free options, CCD and laser, wireless, keyboard wedge, USB or serial cable.

The touch monitors from **FEC** are contemporary, with innovative and robust designs for a wide variety of uses. The die-cast aluminium housing gives the monitor an extremely solid feel on any desktop or POS counter, whilst the plexi-glass acrylic front bezel adds further robustness to the product.

A cash drawer is an essential component in any POS system and the range from **MMF** is true value-for-money, high quality, US design / European manufacture, at a competitive price.

Other peripherals include cables, customer displays, card readers, chip'n'pin hardware, keyboards, pole mounting solutions. Our mission is to supply and support our customers with whatever they need, providing them with tangible value-added products and services.



## Maxatec portable printers

Today, the fast moving world of mobility demands products that are robust and reliable and are supplied with a selection of communication options. The **Extech** range offers just that. We have 2", 3" and 4" portable receipt and label printers for virtually any application, and with thousands of printers already installed in the field, the **Extech** product really is one of the leading portable printer ranges in the world.

Powerful micro-controllers on highly integrated circuit boards are used to manage the features supported by the **Extech** printers. A range of communication interfaces are available: serial (RS232), IrDA, Bluetooth, 802.11b, and USB as well as integrated magnetic card readers and smart card readers. The printers are compatible with Windows, Windows CE, Palm and Symbian with support materials to enable smooth integration for developers.

We also have a number of other portable printers available for specific applications, such as impact printing where legislation requires this technology.

Whatever the application, we have a product to suit the specification.



## Maxatec barcode printers

With a foothold in the barcode printing market for more than 13 years, we feel we know our barcodes very well. The barcode printers from **Cognitive** are well known for their rugged durability, quality performance, small footprint and ease of operation. The broad line of high performance desktop and compact industrial printers offer a choice of specification and price to the user. Features include print speeds up to 8 ips, a choice of communications (including USB-A host), LCD, metal chassis, variable print widths and PCL compatibility. The **Cognitive** products really are differentiated in a market where there is an abundance of choice.

Other barcode printers for a variety of rugged applications from world-renowned manufacturers, **Imaje** and **TSC**, complete our offering of high performance products.

The product set includes printers suitable for mounting on forklift trucks as well as high volume batch labelling in a manufacturing environment.



# Flexible, High Quality Services

## Maxatec technical services

At Maxatec we have a facility with more than 12,000 sq ft of floor space. We have a team of qualified repair technicians carrying out warranty work for all our suppliers, as well as looking after customer repairs, as the products come out of the warranty period. We have regular training days from all our suppliers and provide similar training to our customers, as required.

In addition to back-to-base repairs, we can provide on-site technical support and maintenance, third party maintenance contracts, help-desk support, on-line RMA's, installation services, logistics assistance, customisation of products and many other services. Our goal is to take all the "head-ache" of hardware away from our customers with a total solution from Maxatec.

We have extensive resource to call on and we have a number of partnerships in place with companies specialising in some of the above services. No project is too small for us, we apply equal standards, regardless of customer size.



## Maxatec consumables

As a supplier of barcode, portable and POS printers, we are more than aware that the quality of consumables is paramount. That's why we offer a range of high quality consumables to suit a variety of applications.

We hold a large stock of standard labels, in a number of sizes, for both thermal transfer and direct thermal applications. Sizes that are not available from stock can be sourced on short lead times, and stocked where there is an ongoing requirement. We can also supply pre-printed labels or tag media, as well as different face stocks for different applications, for example polyester and polyethylene.

We have a stock of thermal transfer ribbons for all barcode printers in wax, wax/resin and resin and, of course we can obtain specialist materials when required.

In addition, we have an extensive supply of impact and thermal receipt/tally rolls to support our range of portable printers and receipt printers. The quality of roll is always according to the manufacturer's specification to ensure that the best possible print quality is obtained.



## Some of our markets:

### RETAIL

Point-of-sale receipt printing, portable receipt printing, shelf-edge labelling, price markdown.

### HOSPITALITY & LEISURE

Receipting, kitchen printing and ticketing for pubs, stadiums, clubs, hotels, restaurants and bars; portable and non-portable printing.

### BANKING

Slip printing, printing balance receipts, cheque validation.

### HEALTHCARE & PHARMACY

Pharmacy labelling, wristband printing, patient tracking, sample labelling, drug dispensing, document tracking, RFID labelling and tagging.

### UTILITIES & METER READINGS

Meter reading, mobile receipt printing.

### POST & PARCEL

Stamp printing, parcel labelling and bar coding, proof of delivery.

### TRANSPORT

Ticketing, parking violation fines, receipt printing.

### WAREHOUSE & STORAGE HANDLING

Pallet labelling, shipping labels, goods tracking, returns labelling, RFID labelling and tagging.

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