

# BIXOLON Showcases the Latest in Printing Technology innovation at the Retail Show 2024

Tuesday 12 November, 2024

*Showcasing the latest in POS, Label and Mobile Printing Technology to the Polish market*

**Retail Show 2024** (20.11.2024 - 21.11.2024) - BIXOLON, the global manufacturer of advanced Receipt, Label and Mobile printers welcomes visitors onto stand #B07 at the Retail Show in Poland, where it will be putting its retail printing technology solutions through their paces with live print demonstrations throughout the show.

## Key exhibition product highlights will include:

- **Eco Printing Initiatives** – As retailers look for sustainable alternatives to their current technology practices, BIXOLON will be showcasing a range of eco-printing technologies, including the [SRP-350plusV](#) 3-inch (80mm) receipt printers with Visibility Intelligence™ function for optimal print quality on Blue4est® and white receipt paper. While highlighting its extensive experience within Linerless labelling, by demonstrating its [SRP-S300](#) series 3-inch (80mm) linerless and receipt printer. Plus the [XL5-40](#) 4-inch (114mm) dedicated permanent Linerless desktop label printer and [XM7](#) series 2-inch (58mm), 3-inch (80mm) and 4-inch (112mm) mobile Linerless and lined label printers which offer an eco-friendly label printing alternative to traditional and ecommerce retail.
- **Labelling Within Retail** – BIXOLON will also be presenting a range of labelling technologies tailored to a variety of retail applications, including the [XM7-40R](#) 4-inch (112mm), the premium mobile RFID label printer with advanced features which is ideal for retail product tracking on the shop floor and throughout the supply chain. Alongside the direct thermal and thermal transfer printing with the [XD3-40](#) and [XD5-40](#) 4-inch (118mm) Desktop label printer series which are ideal for general click and collect and online order shipping labelling, plus the [SLP-DX220](#) 2-inch slimline label and wristband printer.
- **Kiosk** – As the retail kiosk market continues to grow, BIXOLON will be demonstrating the [BK3-31](#) 3-inch (80mm) receipt kiosk printers. Alongside [BK5-31](#) 3-inch (80mm) label and ticket kiosk mechanism which all offer flexible mounting options for custom build kiosk solutions for applications such as self-service and click and collect.

“The Polish retail market has seen exorbitant growth in recent years,” cites Jay Kim, Managing Director, BIXOLON Europe GmbH. “BIXOLON sees many opportunities within this prosperous market and finds the Retail Show to be the perfect opportunity to showcase its extensive range of leading print technologies which can be integrated into all aspects of the retail experience.”

To find out more, visit BIXOLON at [www.BixelonEU.com](http://www.BixelonEU.com) or visit our events page to make an appointment to meet the team.

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## About BIXOLON

BIXOLON is a leading global manufacturer of innovative, advanced printing technologies including point-of-sale receipt, label, Auto ID and mobile printers for a wide range of environments. Millions of BIXOLON printers are used today in retail, hospitality, healthcare, banking, ticketing, post/parcel, warehousing and other transaction-intensive industries. In 2023, for the 10th consecutive year BIXOLON was named global mobile receipt printer market leader by Japanese research company Chunichisha.

[www.BixelonEU.com](http://www.BixelonEU.com)

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