

BIXOLON Showcases the latest in Printing Technology Innovation at the Retail Technology Show 2024

Monday 15 April, 2024

[Retail Technology Show](#)

(24.04.2024 - 25.04.2024) - BIXOLON, the global manufacturer of advanced Receipt, Label and Mobile printers welcomes visitors onto stand #6C20 at the Retail Technology Show, where it will be putting retail printing technology at the forefront of its demonstrations directly for the UK market.

Key exhibition product highlights will include:

- **Green IT Zone** – As retailers look for economical alternatives to their current technology practices, BIXOLON will be showcasing the latest from their sustainability range, including the [SRP-380](#) and [SRP-350plusV](#) 3-inch (80mm) receipt printers with Visibility Intelligence™ function for optimal print quality on Blue4est® and white receipt paper. While illustrating its extensive experience within Linerless labelling, by demonstrating the [XL5-40](#) 4-inch (114mm) dedicated permanent Linerless desktop label printer, [SRP-S3000](#) 3-inch (80mm) Linerless printer for drink order labelling 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.
- **Label Innovation** – BIXOLON will also present a range of labelling technologies such as RFID printing and encoding which are ideal for retail product tracking on the shop floor and through the supply chain. Through the [XM7-40R](#) 4-inch (112mm), the premium mobile RFID label printer with advanced features, and the [XD5-40tR](#) 4-inch (118mm) RFID enabled thermal transfer desktop label printer. In addition, the [XT5-40NR](#) 4-inch (114mm) thermal transfer RFID label printer. Alongside 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.
- **Kiosk** – It will also be showcasing the latest in kiosk mechanism printing technology BIXOLON will be demonstrating the [BK3-31](#) 3-inch (80mm) and [BK3-21](#) 2-inch (58mm) receipt kiosk printers. Alongside the recently launched [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.

“As the UK retail market continues to be at the forefront of tech innovation,” cites Jay Kim, Managing Director, BIXOLON Europe GmbH. “The Retail Technology Show provides us the perfect backdrop to present our extensive range of cutting edge technologies which cover a complete omni-channel retail experience.”

To find out more, visit BIXOLON at 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

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