

FOR IMMEDIATE RELEASE

## **Pizzerias Select Inkjet Printer for Point-of-Sale and Kitchen**

January 11, 2002 - Wallingford, CT - Several pizzerias in Indiana have selected the Ithaca brand POSjet<sup>®</sup> 1000 inkjet printer for their POS and kitchen operations for its ability to withstand the demanding environment of a pizza kitchen, announced the manufacturer TransAct Technologies, Incorporated (NASDAQ: TACT), a leader in the transaction-printing industry. Fort Wayne, South Bend, Mishawaka and Granger all have locations relying on this state-of-the-art technology for their operations.

The kitchen is a difficult environment for any receipt printer; grease, heat, liquids, and airborne contaminants such as flour, can negatively effect a printer's performance and reliability. The POSjet has vertically mounted electronics, a power supply that is protected in the patented Power Pocket<sup>®</sup>, and a new print head with every new cartridge, enabling it to withstand the rigors of the kitchen. Because the POSjet does not require preventative maintenance, it will gradually replace other impact printers at these sites, which today require frequent upkeep.

Not only does the POSjet 1000 printer hold up in the kitchen, but the orders and receipts it produces hold up to grease and heat as well. At the front counter, durable receipts are printed quickly and quietly. At 12 lines per second, the POSjet 1000 is 144% faster than the industry's leading impact printer. Yet, it is 75% quieter.

These pizzeria operators have selected the one color version of the Ithaca POSjet printer for its reliable performance. Using the two-color version of the POSjet would allow them to use color to highlight order details or to print multi-color, personalized logos and promotional receipts. HP printer cartridges are available in red, blue, green and black quick-drying ink, for custom color combinations on demand. Two-color printing allows the receipt printer to double as a promotional vehicle that is a flexible and cost-effective alternative to other promotional tools.

With two to four printers at each site, cost of operation was a key purchase criterion. The POSjet 1000 is readily integratable into an existing POS system and offers a total cost of ownership that presents a clear benefit. Compared to the impact receipt printers they were already using, the POSjet 1000 is much more affordable, eliminating the costly (and messy) impact ribbons. The POSjet 1000 itself is competitively priced against impact receipt printers and is less expensive than all leading thermal printers. Cartridges are inexpensive, and cost-effective paper rolls, including recycled-grades, can be used.

Steve Olinger, owner of Oley's Pizza in Fort Wayne, who, in addition to operating his own group of pizzerias, is an integrator, said "I was so enthusiastic about the capabilities of the POSjet that I sold it into other pizzerias in the state."

The POSjet 1000 is a business solution that allows pizzerias to do more, without having to invest more.

**About TransAct:** TransAct designs, develops, manufactures and markets transaction-based printers and related products under the *ITHACA* and *MAGNETEC* brand names. The Company's

printers are used worldwide to provide receipts, tickets, coupons, register journals and other documents. The Company focuses on the following vertical markets: point-of-sale (POS), gaming and lottery, financial services and kiosk. TransAct sells its products directly to end users, original equipment manufacturers, value-added resellers and selected distributors. All of TransAct's products are manufactured in ISO 9001 certified facilities. Visit [www.transact-tech.com](http://www.transact-tech.com) for more information.