



# CUSTOM BRANDING PRODUCT GUIDE version 1

## Take your Business to the Next Level

Custom Branding by POS-X makes having the products you sell your own! Both affordable and simple, POS-X has created a branding system that greatly reduces lead times and does not require large purchase orders or commitments.

Why brand your hardware offerings? Simply put, to help promote repeat business via brand name recognition, preference and advocacy. These three basic principles of marketing are defined as:

- Brand Recognition: When your customers remember having seen or heard of your brand.
- Brand Preference: When customers choose your brand out of habit or past experience.
- Brand Advocacy: When your satisfied customer tells everyone whom they know how great your product is.

If your customers are currently satisfied with the products and services they receive from you, then branding the products you promote could help increase your sales!

## Branding Technology Used

In most cases, POS-X uses pad printing to brand our products. Pad printing is a process in which plastic or metal surfaces can be marked with durable polymer based ink. The image is transferred to the product from ink filled etched images in a printing plate by way of a silicone pad. The quality of our pad printing equipment guarantees our customers the most consistent reproductions at the fastest rates.

## Affordable and Simple

One Time Set-up Fee: \$49 (SKU: zlogo-setup)

- Covers entire product line as outlined in this document
- Includes single color logo
- Choose from White, Red, Blue, Yellow or Green

Ordering Options:

Order Type	Per Order Fee	Order Qty	Ships from	Ship Method	Lead Time
(A) Drop-Ship	\$49*	1-9	POS-X (WA)	Ground	2-4 days
(B) Stocking PO	\$0	10+	ScanSource	2 Day	0-1 days**

\*SKU: zlogo-dropfee    \*\*Initial Stocking order time is 10-14 days

Stocking PO requires you to place a commitment Purchase Order with ScanSource. Product must then be purchased within 90 days of ScanSource receiving stock of your re-branded hardware.

Additional Options:

- \$249 Custom Pantone Ink Color
- \$249 Blue backlit LED logo on TP4A TouchPC
- \$249 Additional Set-up Fee for 2-Color
  - requires 50+ unit Stocking PO

Advanced/Rapid Replacement units are limited to the quantity in stock at ScanSource at the time of failure. For products not stocked at ScanSource, Depot Repair or a POS-X branded replacement are the only option. Product Labels are subject to UL, CE, and FCC certification, therefore, POS-X does not offer rebranding of the identifying sticker found on the underneath side of most products. Only high volume re-brands may qualify.

# TP2 TouchPC / TM2 Touch Monitor

Branding Area #1

## Front Bezel

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

Available June 1, 2011



Branding Area #2

## Integrated VFD

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

Available June 1, 2011



Branding Area #3

## Integrated LCD

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

Available June 1, 2011



# TP4A TouchPC

Branding Area #1

## Front Bezel

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)  
40mm x 7mm (w x h) (backlit)\*

\*1-2 week production time

[Available April 1, 2011](#)



Branding Area #2

## Integrated VFD

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

[Available Now](#)



# TP4C Tru-Flat TouchPC

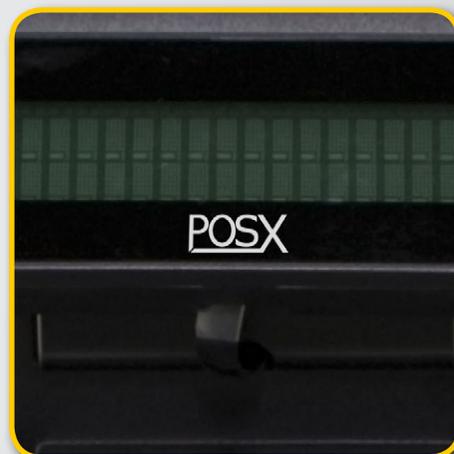
Branding Area #1

## Integrated VFD

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

[Available Now](#)



# EVO-RP1 Thermal Receipt Printer

Branding Area #1

## Front Corner

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

[Available Now](#)



# XR510 Thermal Receipt Printer

Branding Area #1

## Front Corner

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

[Available Now](#)



# XR210 Impact Receipt Printer

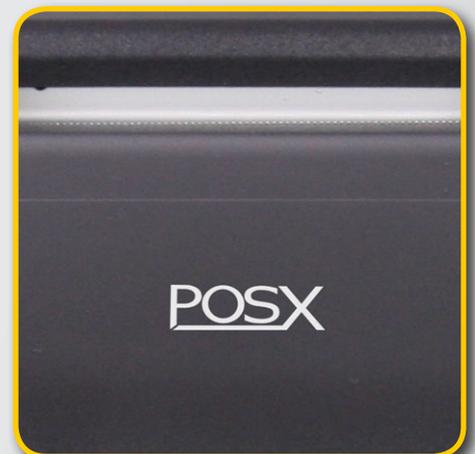
Branding Area #1

## Front Middle

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

[Available Now](#)



# EVO-BS1 / XI3200 / XI3200BT Barcode Scanners

Branding Area #1

## TOP COVER

Branding Type: Pad Print

Maximum Logo Dimensions:  
18mm x 5mm (w x h)

Available April 1, 2011



# EVO-CD1 Cash Drawer

Branding Area #1

## Front Bezel

Branding Type: Pad Print

Models: Black & Stainless Face

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

Available June 1, 2011



# XP8200 Customer Display

Branding Area #1

## Front Corner

Branding Type: Pad Print

Maximum Logo Dimensions:  
40mm x 10mm (w x h)

Available Now

