



# Big on functions, small in size



Introducing the revolutionary **TH2 printer** with standalone printing capability – print on demand on the shop floor whenever required. Ideal for executing quick price reductions and adjustments, the TH2 comes with a top handle for easy carrying around wherever you go.

# With the TH2, you save space, you save time and you save cost!



Standalone, Handy & Portable



Hand-held



Trolley-mounted



Dispense mode printing  
- separates label from backing paper

## Printer Features

- Large & adjustable LCD screen
- Real-time clock for date coded labelling
- Supports multiple language printing & display
- Supports 2D barcode printing
- Stores over 10,000 product records
- Multiple Interface – USB/LAN/WLAN
- Anti-microbial casing
- Easy download of product databases to printer

## Non-Food Price Markdown Labels (Departmental stores, retail shops)



## Food Price Markdown (Grocery stores, super)





## Perfect Partner for Your Retail Needs

For price and product info display, price/currency adjustments, markdowns during sales periods and inventory tracking.



### Display Clear Price Info

Display clear and informative price info to create buying impulse



### Print On Demand

Print labels quickly and efficiently on the retail shop floor with standalone printing.



### Excess or Old Stock Clearance

Print labels quickly and efficiently on the retail shop floor with standalone printing.

Reduce price of apparel, accessories, furniture, jewelry during sales promotions to clear old inventory or excess stock.



### In-store Currency Adjustments

Currency adjustment of price labels for import/export companies.

### Inventory Control

- Reduce "out-of-stock" situations which frustrate customers
- Increase accuracy of stock inventory/replenishment
- Label and track goods received and goods for inter-store transfer

## Handy Food Ingredient Labeller

For product info display - ingredients, nutrition facts, product origin, allergen info, prepared and use-by dates on pre-prepared or packaged foods.



### Food Ingredient Labeling

Specify raw food ingredients, allergens.



### Food Safety

Display "prepared" and "use-by" dates on pre-prepared or packaged foods to ensure safe food consumption.



### Nutrition data

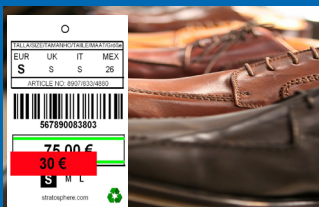
Display nutritional value of foods for savvy and discerning consumers.



### Compliance with Food Standards & Regulations

Display useful or mandatory product information according to your country's food safety regulations or international standards E.g. HACCP, BRC (UK) on freshly prepared or packaged foods.

## Eliminate Retail Markdown Disasters



Print price markdown label with barcode for easy scanning and error-free payment processing



Don't leave customers guessing the price of your item. Display "WAS", "NOW" prices instead.



Don't leave customers clueless about the price. Display "WAS", "NOW" prices instead.



Eliminate illegible handwritten labels. Print clear and legible price markdown labels instead.

## Labels (markets etc)



## Food Ingredient Labels

(Industrial kitchens, bakeries, delis, food caterers)



## Pecan Pie

Ingredients: Flour, Yeast, Butter, Raisins, Salt, Brown sugar, White corn syrup, Pecans, Egg, Vanilla Essence, Stabilizer, (E401, E412), Preservatives (E202, E211), Acidity regulators (E260, E270)

Energy: 1674 kJ (400 cal)  
Carbohydrates: 40g, Protein: 4 g Dietary Fibre: 2.5g/100 g, Fats: 17.5g, Sodium 30 mg, Allergens: Gluten, eggs, milk

Net Weight: 150g



**\$2.99**

Use By:  
23/06/10

HAPPY DELI 678000-000865

### Case Study 1:

#### How TH2 can help a deli comply with safety standards

##### The Situation:

A Deli needs to print mandatory nutritional data and guidelines.

##### Our Solution:

The TH2 printer is the perfect answer to their requirements. Its antimicrobial casing is ideal for food preparation environments.

TH2 can function as a standalone printing system, without the need for a PC.

Ingredient and nutrition data are pre-loaded into the printer. Kitchen staff can print and apply a label quickly and easily, resulting in more time and attention for food preparation.

The printer dispenser enables kitchen staff to multi-task as they only need one hand to print and apply labels.

##### Benefits:

- Eliminate risks of printing wrong ingredients and nutritional data
- No extensive training required to get staff members to print the right labels
- Cost-effective way of printing information for discerning customers; motivates them to buy

### Case Study 2:

#### How TH2 can help a supermarket reduce waste and expiring food items

##### The Situation

A supermarket faces a problem of having to dispose of perishables (E.g. meat) that do not sell before their expiry date.

##### Our Solution

The TH2 printer is a compact and value-for-money printer. It can be placed at the meat packaging section or on a trolley for labelling on-the-go, without the need for a mobile terminal. Simply scan the original barcode on the label and print a new Code-128 barcode price label. Apply the new label on perishables such as packed meat or dairy products.

##### Benefits:

- Saves retail staff time and hassle of calculating reduced price, finding the correct pre-printed discount sticker and marking each item individually
- Easy printing at the touch of a button
- Clear, legible pricing that creates the impulse for customers to buy

### Case Study 3:

#### How TH2 can drive sales revenues for a department store's clearance sale

##### The Situation

Leading retailers carry out markdown sales to get rid of old/ slow moving stocks and bring in new stocks.

##### Our Solution

Clear price information to consumers will boost sales. An operator can either key WAS / NOW price info directly into the printer and print markdown labels, or scan the original barcode and print WAS /NOW price labels.

With automated printing, you don't have to worry about managing rolls and rolls of pre-printed promotional labels!

##### Benefits:

The TH2 is a cost-effective, all-in-one printer. A TH2 printer offers more value for money than a set of PDA (Portable Data Terminals) and mobile printer.

For more information about SATO in the region, visit [www.satoasiapacific.com](http://www.satoasiapacific.com) or simply scan the QR code below:

