

RECEIPT PRINTERS

The past several years have seen a number of innovations on the receipt printer front. From four-color to two-sided to sticky receipts, the push is on from vendors to create products that do more for the end user and do it more reliably.

Competition on our Leaderboard was fierce this year and ten brands qualified for the list. Four brands received individual scores of more than 4.00 and two had average scores above 4.00.

The top spot, however, goes to Epson for the second year in a row. Epson not only received the highest number of votes of any brand across all hardware categories, it also won top honors for four of the five criteria — features, innovation, reliability, and support & service, with some of the highest scores received by any brand in any category.

Bixolon-Samsung remains a tough competitor in the receipt printer market. The brand finished in second place overall and posted a commanding win on the ‘pricing’ criterion with a 4.38.

Ithaca/Transact won the third spot with an impressive performance of 4.14 on product features.

Star Micronics took fourth place coming in a mere three-hundredths of

making the difference in the market.

VARs are finding the most opportunity and the best margins selling new features such as spot or four-color printers which can be used to present promo-

From four-color receipts to two-sided receipts to sticky receipts, the push is on from vendors to create products that do more for the end user and do it reliably. End user marketing and brand promotion have become as important as printer speed and reliability.

a point behind Ithaca/Transact.

Overall, the race was closest in the features category with four brands scoring 4.00 or better. While speeding transactions and reducing maintenance costs were once the key drivers for receipt printer replacement, today features that support marketing and brand promotion for the end user are what's

tions, discounts and coupons as well as provide proof-of-purchase. Sticky receipts are another feature which offer a convenient way to label a product (such as a take-out food) and provide a receipt.

Despite the push for innovation and new features, our results show that reliability remains as important as ever for resellers.

RECEIPT PRINTERS CRITERIA BREAKDOWN

Brand	Features	Innovation	Reliability	Support & Service	Pricing	Average Score
Epson	4.77	4.53	4.83	4.33	3.98	4.49
Bixolon-Samsung	4.38	4.16	4.38	4.04	4.38	4.27
Ithaca/Transact	4.14	3.87	3.72	3.83	3.68	3.85
Star Micronics	4.00	3.88	3.93	3.63	3.68	3.82
IBM	3.88	3.66	3.99	3.88	3.40	3.76
Zebra	3.36	3.41	3.69	3.19	3.13	3.36
Citizen	3.48	3.29	3.22	3.22	3.37	3.32
NCR	3.32	3.24	3.32	3.24	2.85	3.19
TPG/Axiohm	3.45	3.06	3.28	2.95	2.95	3.14
Casio	2.88	2.52	2.79	2.70	3.06	2.79

Scores rounded to the nearest one-hundredth. Shading indicates criteria winners, out of 5 possible points.