

## **AXIOHM invests in Eastern European markets**

AXIOHM's TELESTO™ printer chosen by the Russian company, UCS,  
for the hotel and catering market

**Montrouge, France, 23 October, 2006** – AXIOHM, one of the world leaders in the design and manufacture of thermal printing solutions, today announces the incorporation of its TELESTO™ printer in the 'R-Keeper' offer by UCS, a Russian company that specialises in the design and marketing of automation software for the hotel and catering market in Eastern Europe.

### ***TELESTO™, a first-rate printer!***

Won over by its performance and design, UCS has made TELESTO™ its printer of choice.



*"AXIOHM has distinguished itself from its competitors through the quality of its mechanisms and printers. We wanted the best printing solution to package our offer for hotels, restaurants and bars, and TELESTO fully met our requirements in terms of performance and quality, as well as price", declared Shawn Colby, Managing Director at UCS. "Indeed, TELESTO's performance/quality/price ratio is unquestionably one of the best, if not the best, on the market today," he added.*

Shawn Colby concluded by saying: "Its elegant design and compactness and the customisation possibilities offered by Axiohm are assets that *allow for the ideal incorporation of TELESTO™ in any kind of environment. In this way, the essential and increasing demands of our clients and the hotel and catering market are met, which include saving space and appearance*".

### **Eastern Europe: a development strategy that is showing signs of success**

TELESTO™ is currently achieving considerable success on the markets of the Eastern countries, supported by the growth in UCS sales in such countries. Since January 2006, on the Russian market alone, UCS has sold more than 3,500 TELESTO™ printers, and the company also anticipates a substantial increase in orders for the second semester of 2006. Backed up by its leading position on the Russian, Ukrainian, Bulgarian, Lithuanian and Latvian markets, UCS is also undergoing considerable growth in the Czech Republic, Romania and Hungary, and is preparing to break into the Serbian and Uzbek markets.

*"This great success is encouraging and further confirms AXIOHM's excellent strategic decision to develop its distribution network in the Eastern countries," declared Olivier Le Goaster, Sales Director for Northern and Eastern Europe at AXIOHM.*



*“We offer a competitive product that fully meets the needs of the points of sale and hotel and catering markets. For its part, UCS has in-depth knowledge of the hotel and catering market, and occupies a leadership position in its field of activity. This business partnership can therefore be nothing other than promising and rewarding in a market that is in full expansion”.*

## **About AXIOHM**

AXIOHM specialises in the design, manufacturing and marketing of a wide range of thermal printing solutions, including thermal printer mechanisms and controller boards, thermal receipt printers, and kiosk printers.

Thanks to its mastery of thermal printing technology, AXIOHM has become a world leader in markets as varied as: Transportation, Hospitality/POS, Gaming/Lottery, Petrol Pumps, and EFT.

[www.axiohm.com](http://www.axiohm.com)

## **About UCS**

Created in 1992, UCS Corporation is a Russian company based in Moscow, specialising in the design and marketing of automation software for the hotel and catering market. UCS Corporation is the leader in its field in Eastern Europe, and has numerous affiliates in the Ukraine, Bulgaria, Hungary, Lithuania, Latvia, etc.

[www.ucs.bg/english/about\\_.htm](http://www.ucs.bg/english/about_.htm)

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