

## **Axiohm certifies MAXStick first repositionable thermal label to work with its ASTERON panel mount printer, opening the doors to new applications for their printers in medical and test & measurements applications**

Paris, France (December 2008) - Axiohm, the French leading manufacturer of thermal printing solutions, announces the qualification of MAXStick thermal paper to work with its newly launched ASTERON 58-mm panel-mount printer dedicated to test & measurements and medical applications, offering the option of using the new repositionable liner-free thermal label called MAXStick, produced by MAX International.

### **ASTERON - 58 mm panel mount printer dedicated to medical, test & measurements**

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ASTERON panel mount printer combines all the outstanding features AXIOHM is known for: fast printing, robustness, large paper roll capability, Clamshell design – while benefiting from the latest and enhanced integration techniques.

Easy to integrate due to multiple mounting points and a fast and innovative attachment system that enables the customer to simply clip the printer to any panel regardless of its thickness, **this 5V device was designed to respond precisely to the printing needs of medical equipments, diagnostics, test & measurements, etc...** and fits perfectly in an array of applications (sterilization equipments, incubators, blood analysers, autoclaves, etc ...).



### **A new printing media for thermal printers**

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**With this paper certification, AXIOHM and Max International together allow diagnostic print results to be available on a new thermal media.** Technicians will no longer have to tape or staple results into a patient's file, or transfer data by hand, making the data more easily accessible and accurate. After printing the data, MAXStick can be placed in the patient's file simply by placing slight pressure and can be removed later to transfer to another document if needed. To date, there have not been label printers attached to clinical devices, making any type of label application to diagnostic printers unavailable. **With MAXStick being used with the ASTERON panel mount printer, diagnostic technicians will have the advantage of a label without requiring a label printer and label software, which can be quite costly.**

**Geraldine Perret, EMEA Sales & Marketing Director for Axiohm states, "MaxStick paper works perfectly with Axiohm's ASTERON printer and offers a real added value to it. Image integrity and archiveability are guaranteed with MAXStick up to 25 years in extreme ambient environmental conditions, which are both important criteria to the medical industry. MaxStick paper combined with ASTERON printer are the perfect match to respond to the needs of the test & measurements and medical market segment, allowing our printer to fit in a much wider range of applications, for the benefit and satisfaction of our customers".**

*"Tests we ran with ASTERON printer using MAXStick first repositionable thermal label/tag were more than satisfying and this new paper, which can stick to virtually any surface, passed all of our printing quality tests with great success. and operate smoothly with our panel printer"* adds **Jean-Paul OULION, Quality & Industrial Development Director at Axiohm.**

**MaxStick paper is distributed in Europe by Reker & Schlingmann, Hannover, Germany – Customer Service Number +49 511 586 050**

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### **About AXIOHM**

AXIOHM specializes 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.

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### **About Max International**

MAX International is a full service paper converter providing a full line of specialty products, both printed and unprinted, for a wide spectrum of applications. In addition to its headquarters in Lancaster, PA USA, MAX has shipping locations in Phoenix, AZ and Canada, and manufacturing in Europe as MAX International Europe, and in the near future, Southeast Asia.

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