



DKSH (Thailand) Limited

INTRODUCTION

DKSH (Thailand) Limited is one of the largest sales organizations in Thailand, employing over 11,000 specialists. It is also the largest country operation of the DKSH Group. DKSH Thailand is the leading Market Expansion Services provider for companies who want to grow their business in Thailand. They provide tailor-made services covering the complete MES value chain. Their customized service package can include sourcing, market analysis and research, marketing, sales, distribution, logistics, and after-sales services of a diversified range of products.

PROBLEM

With the size of the organization, DKSH (Thailand) Limited's' previous dot matrix printer was unable to meet the heavy printing demands; an average of 50,000 pages per month. As a result, the team was faced with the decision to either purchase another dot matrix printer or search for a new printing option. DKSH (Thailand) Limited was then introduced to Printronix Line Matrix Printers as a solution to their needs.

SOLUTION

Designed with the greatest compatibility of virtually any other print technology, DKSH (Thailand) Limited chose the Printronix Cabinet Series as their preferred printing solution. Stemming from their satisfaction with the quality and reliability of their Printronix Line Matrix Printer over the last 4 years, the organization now owns a total of 34 Printronix Line Matrix Printers.

RESULTS

Printronix Line Matrix Printers have enable DKSH (Thailand) Limited to enhance and expand their numerous print jobs in various departments. Operations, accounting, warehousing and other departments now all have a more streamlined approach. With newfound efficiency in their printing, DKSH (Thailand) Limited was able to achieve costs savings as well.

About Printronix

Founded in 1974, Printronix is a leader in mission-critical printing solutions, offering the most reliable range of industrial printers, supplies and associated spare parts in the industry. The company provides the two most trusted brands in industrial and supply-chain printing, Printronix and TallyGenicom, known by manufacturing, distribution and retail enterprises across the globe. The combined brand portfolio comprises high-quality line matrix printers delivering verifiable printing outputs and world-class use and ruggedness.

