GoDEX

Barcodes Made Easy

Patrick van Vegchel - 13/05/2015

GoDEX
Barcodes Made Easy

Partners Day

GoDEX / LEOSS

13/05/2015

- About GoDEX:
  -company profile
  -philosophy & strategy
- GoDEX product Portfolio
  -product u.s.p.
  -applications, references
  -competition
  -questions and answers
- Demonstration
  -GoLABEL
- “Open House”

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About GoDEX

Company Profile

- Who we are
- Mission Statement
- Milestones, Certifications, Awards
- GoDEX Offices
- GoDEX & Leoss for you!

Who we are.

(GoDEX in three sentences)

Established in 1993, with its headquarters in Taipei Taiwan, GoDEX International is an engineering company that specializes in designing and manufacturing barcode printing products that lead the industry in the value price, high performance category. GoDEX has offices in the US, Europe and China and its products are distributed world-wide.

GoDEX has created its success and earned a loyal following of thousands of customers by providing very affordable products that are well engineered and supported by a company and a partner network that is 100% dedicated to long-term customer satisfaction.

Mission Statement

To blend true customer focus with engineering inspiration, and to practice disciplined continuous improvement to create the industry's most affordable, value-packed barcode printers that are supported by customer service that is as caring as it is fast.

Milestones

1993

Formation of GoDEX Taiwan

1995-1996

GoDEX products represented under the C.ITOH brand name in USA, Europe and Japan

1996-1997

GoDEX products are chosen to be implemented in a automated ticket booth system by Walt Disney (USA)

1998-1999

300 DPI printer's are added to the product range

Established GoDEX China office

Milestones continued

2000-2001

GoDEX launches first industrial printer model EZ-4000 Series
GoDEX achieves ISO 9001-2000 certification

2002-2003

GoDEX new product Plus series introduced to market in June
GoDEX introduce the EZ-2000 Series

2004-2008

Introduced the PLUS series to the market
Established GoDEX Europe subsidiary

2009-2011

Established GoDEX Americas subsidiary

Milestones continued

2012

On March 21st. 2012, GoDEX was listed on OTC in Taiwan GTSM stock market. (Trading Code: TW. 4987)

2013

RT200i & RT700i series Desktop Barcode printer received the 2013 Taiwan Excellence Award

Received the ISO 9ISO 14001: 2004 Certification

2015

ZX1000i & T20 & MX20 & MX30i received the 2014 Taiwan Excellence Award

Certifications/ Awards

GOOD DESIGN
PRODUCT AWARD

Innovation
Research Award

TAIWAN
EXCELLENCE 2014

afaq
ISO 9001
ISO 14001
Quality
Environment

ISO9001: 2008

ISO14001: 2004

Taiwan Excellence Awards

Good Design Product

Innovation Research Award

2009 Rising Star Award

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GoDEX Americas, Established in 2009

GoDEX Worldwide Headquarters,
Taiwan, Established in 1993

GoDEX China, Established in 2009

GoDEX Europe, Established in 2008

GoDEX & LEOSS for you !

- Stocking all items
- Warranty & Tech Support
- Sales & Marketing Support
- Favorable distribution policy
- Short lines to GoDEX Taiwan

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About GoDEX

Philosophy & Strategy

- Towards the end user
- Towards the channel
- Protecting your interests
- Strategy in Slovenia
- Why choose GoDEX?

End User Benefits

(Your GoDEX U.S.P)

- ✓ LOW COST
- ✓ HIGH PERFORMANCE
- ✓ ROBUST
- ✓ 3 YEARS WARRANTY
- ✓ EASY INSTALLATION AND USAGE
- ✓ EXCELLENT EPL/ZPL EMULATION
- ✓ POWERFUL FREE LABEL SOFTWARE
- ✓ FLEXIBLE SUPPORT ON SPECIAL REQUESTS

Your Benefits

(How GoDEX helps to grow your business and your profitability)

- ✓ HIGH PROFIT MARGINS
- ✓ WIDE PRODUCT RANGE
- ✓ 3 YEARS WARRANTY (parts)
- ✓ COMPETITIVE PRICING **(no price increase !!)**
- ✓ RELIABLE PRODUCTS / END USER SATISFACTION
- ✓ EASY INTEGRATION (epl, zpl, linux, etc.)
- ✓ EXCELLENT TECH SUPPORT BY LEOSS
- ✓ CLOSE COOPERATION (TECHN.&COMM.) IN PROJECTS
- ✓ SHORT LINES TO MANUFACTURER/FLEXIBILITY

Protecting your interests

(How GoDEX secures your benefits)

- ✓ NO “OVERDISTRIBUTION”/HEALTHY COMPETITION ONLY
- ✓ NO COOPERATION WITH MAJOR MULTINATIONAL DISTRIBUTORS
- ✓ PROJECT DEALS
- ✓ ONGOING DEVELOPMENT OF NEW PRODUCTS
- ✓ ONGOING DEVELOPMENT OF NEW SOFTWARE TOOLS

GoDEX' Strategy in Slovenia

(Your opportunities with GoDEX)

- ✓ TARGET THE "MAJOR BRANDS"
- ✓ BEING BOTH BETTER AND CHEAPER THAN THE COMPETITION
- ✓ NEW SUPERIOR SOLUTIONS (E.G. STANDALONE, HEALTHCARE)
- ✓ WORKING THROUGH LEOSS ONLY, NO OVER-DISTRIBUTION
- ✓ WORKING WITH SPECIALIST DEALERS / INTEGRATORS IN VARIOUS VERTICAL MARKETS

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Why choose GoDEX?

- ✓ Affordable end user prices
- ✓ **High reseller margins**
- ✓ **Wide product range**
- ✓ **Excellent performance & durability**
- ✓ **3 Years warranty**
- ✓ **Excellent alternative for over-distributed brands**
- ✓ EPL & ZPL emulation auto detection
- ✓ Outstanding customer service
- ✓ Flexible to meet your specific needs

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Products, Applications, References

- Overview
- Desktop Printers
- Industrial Printers
- Mobile Printers
- Solutions
- Scanners
- TTR
- Barcode Design Software

DT & G Economy Series

DT2X

DT4X

G300/330

G500/530

G525/535

EZPi1200/1300

Desktop Printers

RT Series High Performance Series

RT200/230

RT200i/230i

RT700/730

RT700i/730i

RT860i

Desktop Printers

EZ, Ezi, and ZX Series

EZ Series

EZi Series

EZ6000 Series

ZXi Series

Industrial Printers

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MX Series

MX30

MX20

-IP 42 /54
-robust
-easy to use

MX30i

Mobile Printers

DT & G Economy Series USP

Type	DT2X	DT4X	G300	G500/G530/G525/ G535	EZPi1200/1300
Print Width and modes	2“ Direct Thermal	4“ Direct Thermal Thermal Transfer	4“ Direct Thermal Thermal Transfer, ½“ TTR cores	4“ Direct Thermal Thermal Transfer	4“ Direct Thermal Thermal Transfer
Resolution	203 dpi	203 / 300 dpi,	203 / 300 dpi	203 / 300 dpi	203 / 300 dpi
Speed	Up to7ips	Up to 7ips	Up to 4ips	Up to 5ips	Up to 6ips
USP all	3years warranty; USB, RS232, LAN standard;	3years warranty; USB, RS232, LAN standard	3years warranty; USB, RS232, LAN standard	3years warranty; USB, RS232, LAN standard	3years warranty; USB, RS232, LAN standard
USP	small footprint; low price	small footprint; low price	small footprint; low price	300m TTR rolll, extremely durable, twin sensor	300m TTR rolll, extremely durable, display, PS2 port
USP	Options: cutter, peeler, parallel port, RTC	Options: cutter, peeler, parallel port, RTC		Options: cutter, peeler, parallel port	Options: cutter, peeler, parallel port, RTC, WIFI
Competition	LP2824, TDP225	GC420d, GK420d, GX420d, TDP247	GC420t, GK420t, TTP244CE	GK420t, GX420t, PF8t, TTP244PRO	GX420t, PC43T, TTP247

DT & G Economy Series Competition

DT2X (7ips) € 338,00	DT4X (7ips) € 390,00	G300 € 406,00	G500/G530/G525/G535 € 399,- / € 428,-	EZPi1200/1300
Zebra LP2824	**Zebra GC420D**	**Zebra GC420T**	**Zebra GK420T**	n.a.
€ 370,00	**€ 385,00 excl. LAN**	**€ 470,00 excl.LAN**	**€ 510,00 no LAN**	
TSC TDP-225	**Zebra GX420D**	**Zebra GK420T**	**Zebra GX420T**	n.a.
€ 375,00 incl. LAN	**€ 575,00 excl. LAN**	**€ 510,00 excl. LAN**	**€ 650,00 excl. LAN**	
	TSC TDP-247	**TSC TTP-244PRO**	**TSC TTP-345C**	n.a.
	€ 479,00 incl. LAN	**€ 367,00 no LAN**	**€ 416,00 no LAN**	

Desktop Printers

2014 Projects – Dascom

DT2X branded – Hospitals

Application:
-Labaratories

DT2X branded for FESTOOL

Applications:

-production lines
-logistics

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2015 Project - Wincor Nixdorf

DT2X for DEICHMANN

4800 printers in 2015 /2016

Application:

POS Label Printer

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2014/2015 Projects - Zoller

DT4X and DT2X for Zoller

-1600 pcs DT4X annually
-200 pcs DT2X annually

Application:

-For use with measuring equipment

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2015 Projects – Unicode

G525 to replace PF8T and PC4
-300 printers & cutters in 2015
-1200 printers & cutters in 2016-2017

Application:
-Manufacturing in automotive sector
-Care label printing for airbags, seats, safety belts etc.
-Used in Skoda, VW, Volvo, Ford, Nissan, Toyota, etc.

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2014/2015 Projects Megasonic

Polish Post & Polish Railways

-DT4X

-EZ2250i

-MX30

Poczta Polska

PKP
POLSKIE KOLEJE PAŃSTWOWE
Spółka Akcyjna

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RT Series High Performance Series USP

Type	RT200/230	RT200i/230i	RT700/730	RT700i/730i	RT860i
Print Width and modes	2“ Direct Thermal Thermal Transfer ½“ TTR core 110m	2“ Direct Thermal Thermal Transfer ½“ TTR core 110m	4“ Direct Thermal Thermal Transfer, 300m TTR	4“ Direct Thermal Thermal Transfer, 300m TTR	4“ Direct Thermal Thermal Transfer, ½“ TTR core 150m
Resolution	203 / 300 dpi	203 / 300 dpi,	203 / 300 dpi	203 / 300 dpi	600dpi
Speed	Up to5ips	Up to 7ips	Up to 5ips	Up to 7ips	Up to 3ips
USP All	3years warranty; USB, RS232, LAN, RTC standard; C-button	3years warranty; USB, RS232, LAN, RTC standard; C-button	3years warranty; USB, RS232, LAN, RTC standard; C-button	3years warranty; USB, RS232, LAN, RTC standard; C-button	3years warranty; USB, RS232, LAN, RTC standard, C-button
USP	small footprintfull range sensor, easy platen change	small footprint, extremely high performance, USB host, display, full range sensor, easy platen change	300m TTR, full range sensor, long flat label path, easy platen change	300m TTR roll, extremely high performance, USB host, display, full range sensor, easy platen change, BT interface option	600dpi desktop, price, touch screen, small footprint, full range sensor, WIFI option, etc.
Competition	TLP2428, TTP225	n.a.	GX420t,	TX200/300	TX600

RT Series High Performance Series Competition

RT200/RT230	RT200i/RT230i	RT700/730	RT700i / RT730i	RT860i
€ 399,00	€ 543,00	€ 450,00	€ 625,00	
Zebra TLP2824P	**n.a.**	**Zebra GX420T**	**Zebra GX420T +KDU >€ 925,00**	**TX600**
€ 450,00 no LAN		**€ 650,00 excl.LAN**		
TSC TTP-225	n.a.	**Zebra GK420T**	**Intermec PC43T**	
	TSC 2“ standalone solution >€ 663,00			
€ 415,00 incl. LAN		**€ 510,00 excl. LAN**		
		TSC TTP-345C	**TSC TTP-247**	
			+ KDU	
			>€ 819,00	
		€ 416,00 no LAN		

Desktop Printers

2015 Projects – B&M Tricon

RT200 for B&M Tricon's project "Schuh und Leder" (shoe and leather)

- 350 printers in 2015

Application:
-Retail Logistics/POS
-Labeling of Shoe boxes

Europe 2015 Projects – AJK

RT700i and GS550 for Kiefel Machine Manufacturer

-400 printer in 2015
-400 scanners in 2015

Application:
-Stand alone
-To be delivered to their customers with the sealing and forming equipment they produce

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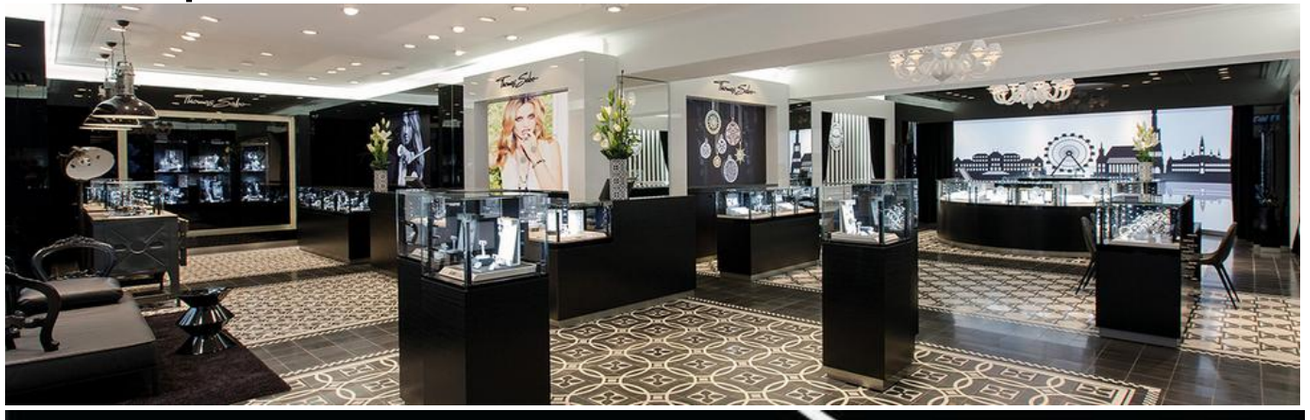
2015 Projects – Paperdrive

RT860i for Jewelry retail chain Thomas Sabo

- 45 printers in 2015



Application:
-POS
-Small Jewelry labels

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GoDEX Industrial Series USP

Type	EZ2050/2150	EZ2250i/2350i	EZ6200P/6300P	ZX1200i/1300i	ZX1600i
Print Width and modes	4“ Direct Thermal Thermal Transfer 450m TTR	2“ Direct Thermal Thermal Transfer 450m TTR	6“ Direct Thermal Thermal Transfer 450m TTR	4“ Direct Thermal Thermal Transfer 450m TTR	4“ Direct Thermal Thermal Transfer 450m
Resolution	203 / 300 dpi	203 / 300 dpi,	203 / 300 dpi	203 / 300 dpi	600dpi
Speed	Up to 6ips	Up to 7ips	Up to 7ips	Up to 10ips	Up to 4ips
USP All	3years warranty; USB, RS232, LAN, very robust	3years warranty; USB, RS232, LAN, very robust	3years warranty; USB, RS232, LAN,; very robust	3years warranty; USB, RS232, LAN, RTC standard; very robust	3years warranty; USB, RS232, LAN, RTC standard, C-button; very robust
USP	low price, but same robustnes s and label output like truely industrial machines, very easy TPH change	Extremely well price/performance ratio, easy navigation display, USB host, RTC standard; C-button; very easy TPH change	Low price for 6“printer, easy to use, RTC standard, very easy TPH change	Extremely well price/performance ratio, touch screen, 3x USB host, RTC standard; C-button; small footprint, WIFI option	Best 600dpi industrial printer price around, touch screen, small footprint, WIFI option, 3x USB host, RTC standard
Competition	ZT220/230	ZT400	ZT600 TTP2240M	ZT400TTP2240M	ZT400

GoDEX Industrial Series Competition

EZ2050/2150	EZ2250i/2350i	EZ6200P/6300P	ZX1200i/1300i	ZX1600i
€ 895,00	€ 1095,00	€ 2.350,00	€ 1335,00	€ 1895,00
Zebra ZT220/230	**Zebra ZT230/ZT4X0**	**Zebra ZM600**	**Zebra ZT4X0**	Zebra ZT4X0 600dpi
€ 850 - € 1190, -	**€ 1190 - € 1495,-**	**€ 2.940,-**	**€ 1.495,-**	€ 2.990,-
TSC ME240	**TSC TTP-246M PRO**	**TSC TTP-268M**	**TSC TTP-2410M**	**TSC TTP-644M**
€ 895,00	**€ 945,00 excl. LAN**	**€ 2.025 excl. LAN**	**€ 1.365,-**	**€ 2.095,-**
			Datamax I class	

Desktop Printers

2015 Projects – Microplex

EZ2350i with Microplex PCL5 controller for <u>VOLKSWAGEN GROUP</u>

- 250 printers in 2015

Application:

- Manufacturing

- SAP environment

Volkswagen

SAP®

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2015 Projects – PSN

ZX1200i for retail chain METRO

- 220 printers in 2015

Application:

- Warehousing

- Retail labels

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2015 Projects – Vonalkod

ZX1600i for Samsung television production lines in Hungary

-20 printers in 2015
-Door opening project

MX Mobile Series U.S.P. & Competition

IP54

MX20BT € 435,-	MX30BT € 490,-	MX30iBT € 535,-
	MX30BT/WF € 585,-	MX30iBT/W € 630,-
Zebra QLN-220	**Zebra QLN-320**	**Zebra QLN-320**
€ 810,00	**€ 900,00**	**€ 900,00**
	€ 1.050,00	**€ 1.050,00**
	TSC Alpha 3R	**TSC Alpha 3R**
	BT € 485,-	BT € 485,-
	WIFI 610,-	WIFI 610,-
	Receipts only!	Receipts only!
Bixolon SPP-R200II	**Bixolon SPP-R300**	**Bixolon SPP-R300**
€ 495,00 (BT)	**€ 535,00 (BT)**	**€ 535,00 (BT)**
€ 575,00 (WIFI)	**€ 615,00 (WIFI)**	**€ 615,00 (WIFI)**

Robust

Higher Margin

Easy to use

Desktop Printers

Accessories: un- and rewinders

T10 Rewinder

T20 Rewinder

Unwind Stand

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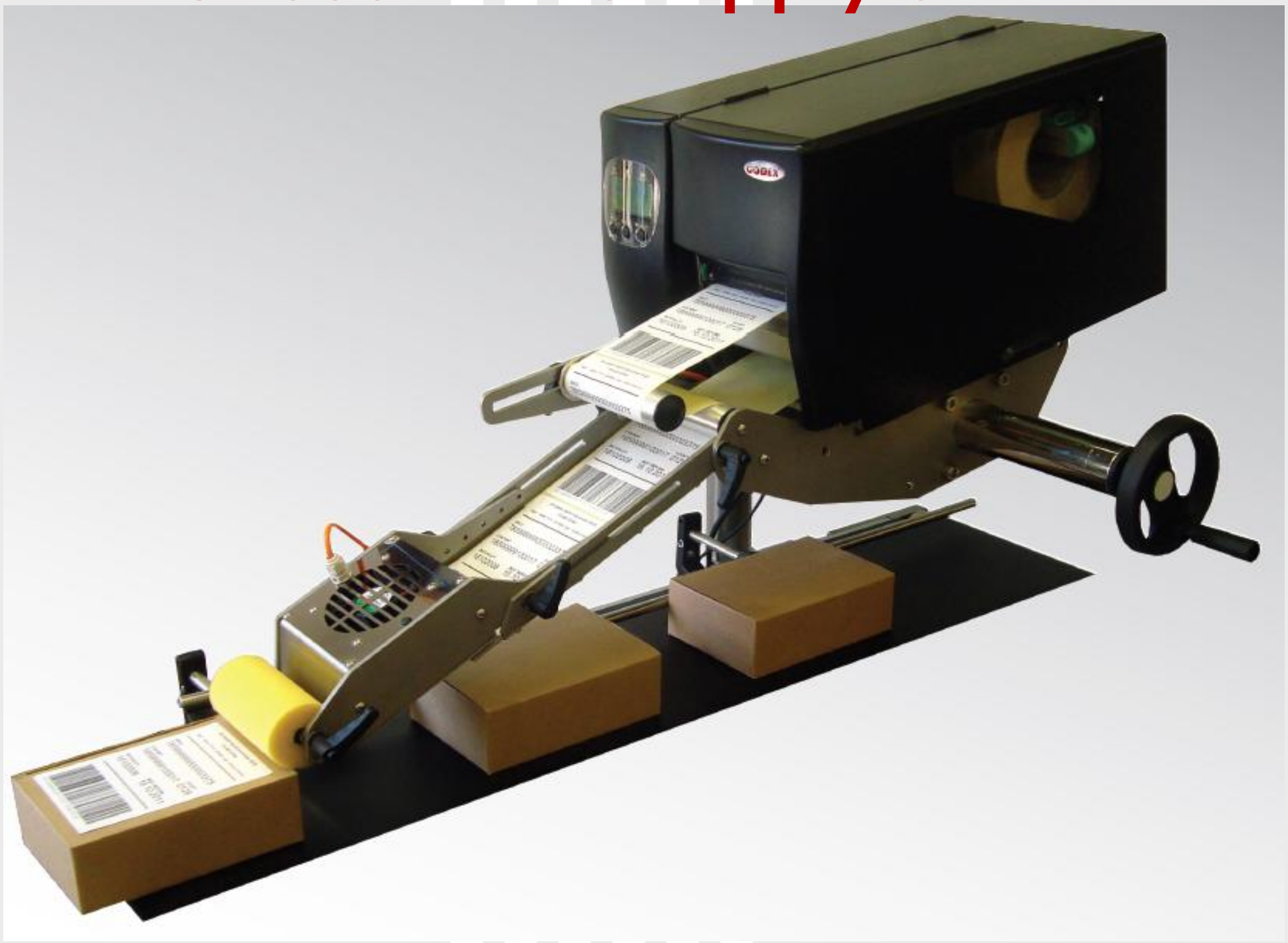
AG2000 Print & Apply Solution



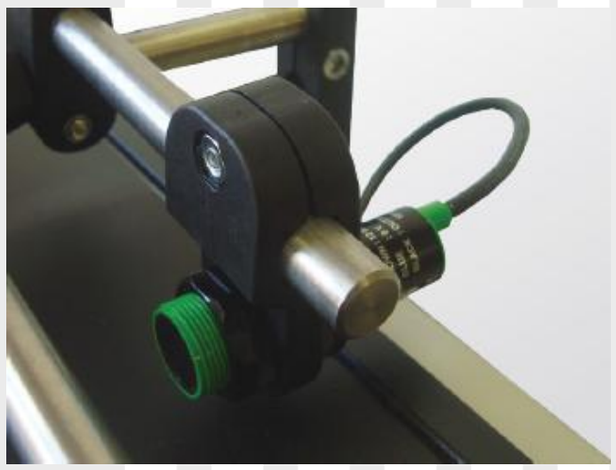
Solutions

AG2000 Print & Apply Solution - USP

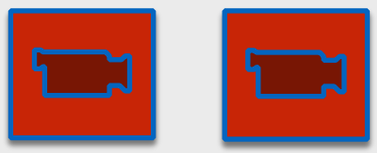
- extremely good price
- high quality make with stainless steel
- plug ‘n play complete system
- labels also transparent objects
- labels also uneven surfaces like vacuum fish, bread and catfood
- anti-memory function
- allows for speed difference between printer & conveyor
- very easy to install & to use

Control Unit

Applicator Head



Sensor



Solutions

Scanners

GS550

GS220

Scanners

Coming Soon: TTR

GWX 745 – standard wax
GWX 765 – premium wax
GWR 745 – standard wax/resin
GWR 765 – premium wax resin
GRS 945 – allround resin

Consumables

Pipeline 2015

-RT700iW (RT700i with WIFI)
-300dpi DT Wristband Printer
-Cutter Stacker
-Tamp Applicator
-Bottle Applicator

Solutions

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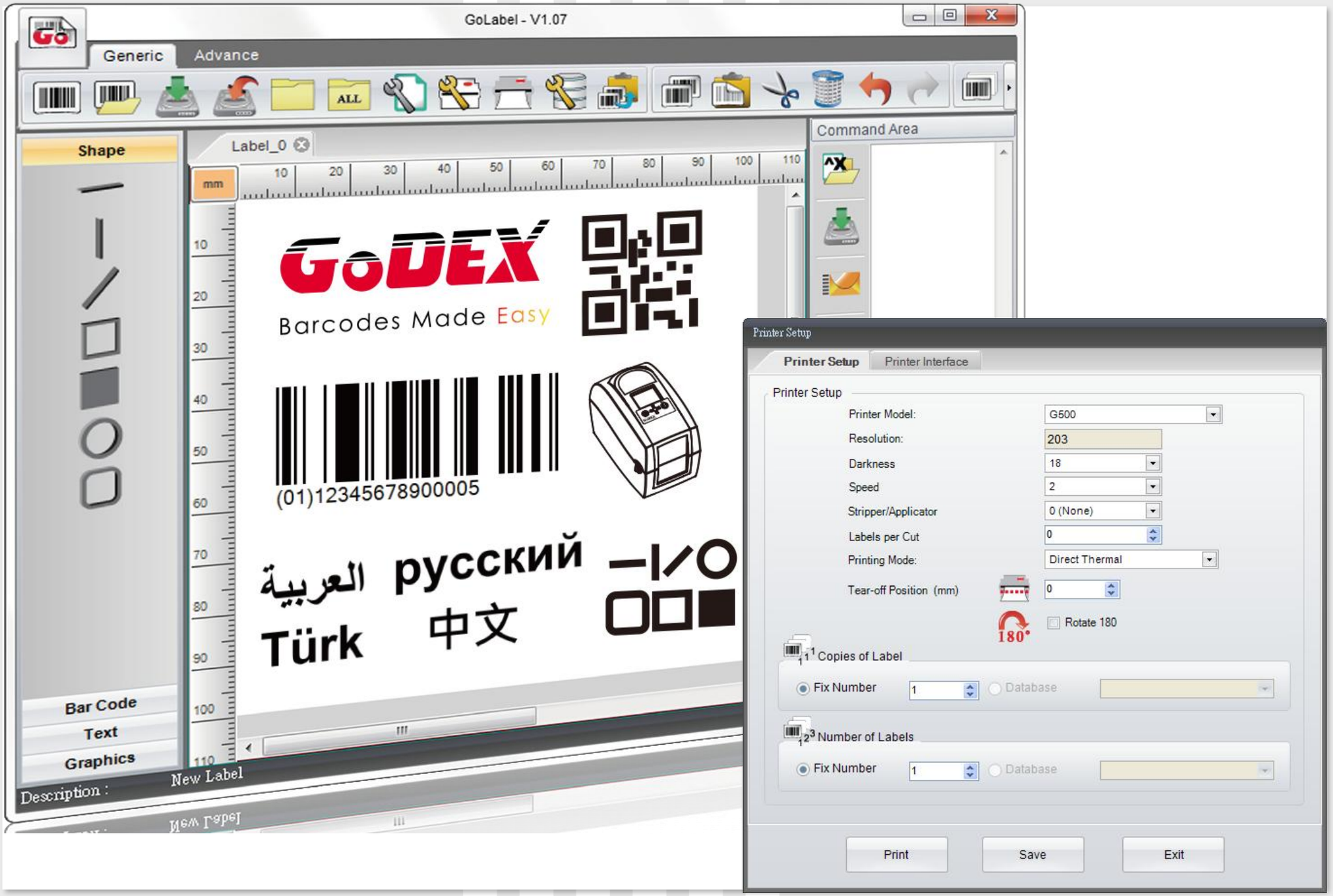
Free Powerful Label Software GoLabel



Software - GoLabel

Free Powerful Label Software GoLabel

Free downloadable Software

- free and powerful label design software
- "What You See is What You Get" design interface
- Database connectable
- Multilingual
- Download labels, graphics and to printer
- Command code generation

Software - GoLabel

Questions?

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Thank You!

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