



MAXStick® Linerfree Direct Thermal Label Media is Certified on the New SNBC BTP-N90LF Re-stick Printer

LANCASTER, PA, January 1, 2022 – MAXStick Products and CRS, Inc, a leading distributor of world-class printing technology, are proud to announce the MAXStick® certification of the new SNBC BTP-N90LF re-stick, liner-free receipt printer. Certification requires testing for printer performance, image quality, and sustainability in extreme environmental conditions.

The BTP-N90LF print technology offers CRS's distributors the newest addition to the company's extensive point-of-sale printing product line. The BTP-N90LF is now available for purchase through CRS and CRS's distribution partners.

The cost-effective BTP-N90LF thermal receipt printer features include:

- Three Communication Interfaces – Serial, USB, and Ethernet
- Compact Space-Saving Design
- Flexible orientation, with either Top or Front Label Exit
- Programmable Internal Alarm Volume
- Auto-Cutter – to Partial Cut
- Intuitive Keypad Programming - No Dip Switches!

"With contactless order-processing, take-outs, and delivery services continuing to gain popularity, liner-free printing solutions are helping merchants eliminate order-processing chaos and maximize their efficiency in labeling and delivery of goods. Liner-free printing technology benefits numerous industries but especially shines in Quick-Service applications with high customer throughput and customized orders. We are excited to offer the market our new compact liner-free label printer, the BTP-N90LF, which pairs perfectly with MAXStick's industry-leading liner-free labels!" noted James Sanders, Vice President of Marketing for CRS.

The BTP-N90LF provides the market with an eco-friendly value printer, eliminating waste in multiple ways. The ability to print MAXStick® label stock to the exact length needed, and not beyond, limits the amount of paper used for each receipt/ticket. Compared to lined label printing, the liner-free MAXStick® used with the BTP-N90LF eliminates the backing liner from labels, allowing for more sustainable printing and far less waste.

About MAX International Converters, Inc. and MAXStick Products, Ltd.

MAXStick® liner-free direct thermal label products are produced by MAX International Converters, Inc. under a licensing agreement with MAXStick Products Ltd. MAXStick® products are distributed worldwide by MAX International and affiliated partners. MAXStick® is a registered trademark of MAXStick Products Ltd.; MAX International Converters, Inc. is based in Lancaster, Pennsylvania.

About CRS, Inc.

Founded in 1927, CRS, Inc. is a privately owned importer and wholesale distributor of point-of-sale equipment. CRS is a trusted partner within the community of POS resellers and has maintained membership with the Retail Systems Providers Association (RSPA--formerly the ICRDA) for over 50 years, receiving over 30 Vendor Awards of Excellence.

**MAX International Converters, Inc. / MAXStick Products Ltd.
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