

DASCOM Expands its Global Reach by Acquiring TallyGenicom Key Assets

Published 17th June 2009

DASCOM, one of the world's leading manufacturers of printers, announced today that it has acquired the key assets of TallyGenicom AG and TallyGenicom Computerdrucker GmbH in order to establish its European operation, which is named DASCOM Europe, with headquarters in Ulm, Germany. Key assets acquired include the former Tally serial printer technology which TallyGenicom AG retained the ownership of, following the definitive agreement reached between the law firm Pluta, administrators of TallyGenicom AG, and Printronix Inc.

DASCOM Europe will market the full range of former TallyGenicom brand of serial, passbook and mobile printers under the 'Tally' brand name and the former TG 7000 series range of thermal printers. The former TallyGenicom line matrix and laser printer models will continue to be distributed by DASCOM Europe through its sales operations.

DASCOM Europe will provide sales, service and marketing support across a comprehensive range of serial matrix and thermal printers, including a range of options, consumables and spares for the whole of the Europe, Middle East and Africa regions.

Ho Chi Cheung, Chairman of DASCOM Group said "We are delighted to acquire the rights to such a reputable brand as the Tally serial printer range, and are very impressed by the strong customer relations that have been brought to DASCOM via the acquisition of TallyGenicom's key management team. In our view, DASCOM's new European organization in Europe is greatly enhanced by the ideal merger of European management expertise, German technology and Hong Kong capital. In addition, DASCOM Europe's keen and consistent focus on regional partners and clients will make it a natural step for DASCOM to become a global company."

Added Christoph Geiger, newly appointed Managing Director of DASCOM Europe GmbH, "We welcomed the fact that such an experienced industrial buyer as DASCOM has recognized the value of the company's key assets, its experienced personnel and excellent customer base, and look forward to working with our new colleagues on a long-term plan to become a major supplier of solutions for business printing. The ability to support and customize printer products in key vertical markets such as logistics & supply chain, retail, manufacturing, government and finance will be the key for the success of DASCOM Europe."

The company looks forward to a further strengthening of its serial, mobile and thermal printer ranges, and to the establishment of new offices to cover the UK, Northern Europe, Middle East & Africa, France and Iberia in the near future.