

FOR IMMEDIATE RELEASE



## IDENTCO NAMES NEW DIRECTOR FOR TTP PRODUCT MANAGEMENT

**INGLESIDE, Ill. (September 30, 2016)** – IDENTCO is pleased to announce that Craig Fransen has joined the organization as Director – Thermal Transfer Products.

In this role, Fransen will be responsible for building on IDENTCO's TTP market position by developing solutions relating to thermal transfer labels, ribbons, printers and auto-apply systems.

With more than 20 years of product management and account management experience, Fransen joins IDENTCO from Zebra Technology.

"Craig has extensive experience in driving growth through international reseller channels, which will be key to help us achieve our vision of rebuilding our TTP category into a position of market leadership," said IDENTCO Founder and CEO Scott Lucas.

### About IDENTCO

Headquartered outside Chicago, IDENTCO has been delivering technology-driven, *high-performance* labeling solutions since 1986. We challenge ourselves to develop innovative solutions that can withstand any number of extremes and meet the strictest performance standards. With ISO-certified manufacturing facilities in the U.S., Mexico and Germany, we have a global presence and local expertise. For more information, visit [www.identco.com](http://www.identco.com).

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