



## Automotive Service Labeling

### Drive More Business Your Way

Whether it's an oil change or scheduled maintenance, reminding customers to return to your place of business is always important. Strategically placing a static label on their windshield gives your business visibility day in and day out. Plus, you provide a valuable service by ensuring regularly scheduled maintenance does not get overlooked (equating to vehicle safety). Adopting a Cognitive Labeling system:

- Generates customer loyalty
- Brings you repeat business
- Improves customer satisfaction
- Provides professional appearance

### Versatility

Labels can also be used inside of car doors (light adhesive), as sunglass labels, as a temporary marking, for promotions, at point of purchase and much more. They're also great for acknowledging repeat customers. Since minimal adhesive is required, labels won't leave residue or damage the surface upon removal. They also cling to smooth, clean surfaces, such as glass, metal and plastic.

### Cognitive Printing Solutions

Now there's a full service solution you can count on and it's never been easier. We'll provide everything you need – printer, labels and keyboard. Cognitive's new Advantage LX and Del Sol LX printers have a small footprint, so they don't take up much room. But don't let their size fool you. Their programmability and performance, are exceptional.

Whether you're looking for the most durable printer in its class or a low-cost solution, we have the answer. No longer do you have to settle for faded labels (due to sun exposure) or illegible handwriting. Your customers will clearly see that it's time to safely return to you.



Cognitive's certified labels guarantee you the best performance and extend the life of your printer. Free printhead replacements throughout the life of your printer will result in cost savings to you year after year.

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# Everything you need

## For an Affordable Solution



**Advantage LX**

Industrial

**Your Choice!**

**Del Sol LX**

Economical



Stand alone programmable printers, networking capabilities, internal smart clock/calculator, Direct Thermal/Thermal Transfer, and 2" / 4" options give you the features and flexibility you need to meet your needs.

- Rugged Metal Mechanism
- Up to 4.75" Outer Roll Diameter
- Near Edge Tear Away
- Removable Dust Cover
- Tough Polycarbonate Frame
- Up to 7" Outer Roll Diameter
- Incorporated Tear Bar
- Removable Dust Cover

### Labels and Ribbons - Custom and Stock

Cognitive offers a wide array of media, including custom labels. Our on-site label press operation allows us to make custom labels. So it's your choice! You have a variety of materials, adhesives, and designs to choose from to create your special label.

#### Options

- Static Clear
- Static White
- Low Adhesive
- UV Protected



### Standalone Keyboard

You don't need a costly PC to print your service labels. No more investing in a dedicated PC or upgrading software and operating systems. Simply plug the keyboard into your programmed Cognitive printer and you are up and running.

#### Features

- Self Powered
- Full ASCII
- Liquid Crystal Display
- Small Size 9"x 4"



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### Why Adopt a Cognitive Auto Service Labeling Solution?

- Professional Appearance - Replaces handwritten mileage and next service date
- Accuracy - Printer calculates the advance date and time of the next service
- Independent System - No PC is required, so you don't have the investment or upkeep of a PC
- Repeat Customer Business - Advertise your business logo, address, and phone number
- Promotional Programs - You can run sales or specials on demand
- Customizable Graphics and Text - Everything is customizable, so you can print what you want when you need it

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For additional information about Cognitive, visit our web site at [www.cognitive.com](http://www.cognitive.com)

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