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Media Contacts

Dustin Vrab, [Primum](#)
414-765-2311, dustin@primumagency.com

TEKLYNX EXTENDS LEADERSHIP POSITION IN BARCODE LABELING INDUSTRY
Company reports double-digit sales growth due to channel initiatives and enhanced products

MILWAUKEE (September 16, 2014) – [TEKLYNX International](#), the world’s leading developer of [barcode labeling software solutions](#), reports double-digit sales growth and a strong global presence at the end of its fiscal year. As a result of updated software solutions, expanded support initiatives and an enhanced channel partner initiative, TEKLYNX closed Fiscal 2014 having achieved 118% of its sales goals, including an increase in services sales and 149% growth in subscription licensing sales. This growth reflects the ongoing need for organizations to implement barcode labeling software to address process and production changes and lean manufacturing initiatives.

TEKLYNX launched enhanced versions of its barcode labeling solutions – TEKLYNX CENTRAL 4.0 and 2014 editions of CODESOFT, LABELVIEW, LABEL MATRIX, SENTINEL and LABEL ARCHIVE – that include compatibility with the Windows 8.1 platform. These applications also offered expanded support for industry regulations, alternate licensing options and simplified label conversion tools to enable organizations to easily transition between TEKLYNX solutions.

“The sales results TEKLYNX experienced over the last year are a testament to the product strategy that we put in place. Our solutions are aligned with today’s business environment, which requires agility, adaptability and flexibility in its production environments,” said Doug Niemeyer, Sales Director of TEKLYNX Americas. “Our team is dedicated to helping our reseller channel and end users find the right solutions, and our success is a reflection of our ability to support even the most unique labeling needs.”

As a result of its exponential sales growth, TEKLYNX has also increased its internal staff by 15% and will be expanding its Americas headquarters. These new staff members will augment TEKLYNX’ existing customer service and technical support staff as the organization continues to expand its support and services offerings in the coming year. These programs include an increased focus on Spanish and Portuguese language support. In 2014, TEKLYNX achieved 148% sales growth in Latin America due to expanded marketing efforts, translated collateral and a dedicated Spanish-speaking development representative for resellers and end users in Central and South America. Additionally, TEKLYNX added a Portuguese-speaking business development representative to provide support to its Brazilian end users and resellers in their native language, along with launching a Portuguese version of its website. This global focus will continue in 2015, as the organization rolls out additional languages on its website.



TEKLYNX' continued focus on its reseller channel brought many new developments in 2014, including an interactive parts and pricing tool to aid in product selection and quoting, a series of webinars for both resellers and end users, and an updated monthly reseller newsletter featuring sales tips and other insider information. Along with a continued focus on developing an industry-leading [Knowledge Base](#), TEKLYNX will continue to focus on strengthening its products and services in 2015 by creating an exclusive Product Steering Team. This group will work closely with TEKLYNX product managers to provide real-time feedback on new product features, recommend enhancements and participate in beta testing.

“We learn from our partners and end users and use the knowledge that they give us to drive product development,” said Laura Henderson, General Manager of TEKLYNX Americas. “By keeping these valuable relationships close at hand, we are able to have our finger on the pulse of real business need and create solutions that address the challenges of today’s changing marketplace. We are proud to be the vendor of choice for organizations around the globe, and will continue to provide first-class solutions and reliable, consistent support for our channel and end users.”

For more information on TEKLYNX barcode labeling software, visit www.teklynx.com.

About TEKLYNX International

TEKLYNX International is the world’s leading developer of barcode labeling software solutions. Its products feature the widest range of device and driver support in the industry. More than 600,000 companies in 120 countries rely on its integrated software solutions for supply chain automation, warehouse management, shipping and receiving, inventory control and asset management. TEKLYNX’s channel program helps its resellers achieve maximum sales results through a software-focused business strategy. TEKLYNX is a Microsoft Gold Certified Partner, Oracle Gold Partner, and has connectivity relationships with multiple Enterprise Resource Planning (ERP) software providers. TEKLYNX is headquartered in France with operations in the United States, Europe, Japan, China and Singapore. More information on TEKLYNX International is available at <http://www.teklynx.com>.

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