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Extraordinary Value Desktop Label Printers from SNBC

St. Paul, MN – [CRS, Inc.](http://www.crs-usa.com) announced the release of two new SNBC direct thermal label printers, the 2-inch class BTP-L520 and the 4-inch class BTP-L540. These compact, commercial grade desktop label printers provide a rich feature set and superior reliability.



SNBC BTP-L520 & BTP-L540 Label Printers

Both models are suitable for use in a myriad of applications within retail, healthcare, government, security,

supply chain, manufacturing and logistics. The

BTP-L540 is ideal for producing product, barcode and shipping labels; the BTP-L520 is ideal for producing shipping labels, product labels, item tags, specimen labels and wristbands commonly used for patient ID, security and access control.

The BTP-L520 supports media widths up to 62mm (~2.4”), the BTP-L540 up to 120mm (~4.7”). All popular media is supported including black marked, butterfly, die-cut, fan-folded, notched, and roll-fed labels. For storage of fonts and graphics, SNBC label printers provide 4 MB of flash memory and 64 MB of SDRAM. Each printer boasts that print-head life exceeds 500K labels and 360K hours MTBF. SNBC provides its own ZPL[®] and EPL[®] compatible language support and free BarTender Lite™ label editing software.

SNBC Label printers are available to resellers directly from CRS, or from authorized SNBC regional distributors. Private label and OEM programs are available. All SNBC POS printers are backed by award-winning CRS support and a 1-year bumper-to-bumper dealer warranty.

About CRS, Inc.

CRS is the nation’s leading independent importer and distributor of POS terminals, POS printers, electronic cash registers, POS peripherals, label printers, kiosk printer, spare parts and supplies. Go to www.crs-usa.com or call (800) 333-4949 for more information.

About SNBC

SNBC, Shandong New Beiyang Information Technology Co., is a subsidiary of Beiyang Electric Group Co. Ltd, since 1994, one of China’s leading electronic enterprises. SNBC is a leading manufacturer of thermal print heads, CIS heads, printer mechanisms and printers for POS, data logging, kiosk and label printing applications. SNBC has built industrial label printers for Asian markets for many years.