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BlueStar to Distribute Datamax M-Class Mark II Printer

The M-Class Mark II offers the power and performance required in industrial environments, the reliability demanded in commercial applications, and a small footprint where space is a consideration.

/24-7PressRelease/ - FLORENCE, KY, November 30, 2007 — BlueStar, the leading innovator in solutions-based distribution for Auto ID, Point-of-Sale, RFID, and Mobility products, is announcing its distribution of the new Datamax M-Class Mark II compact industrial-strength printer series.

The M-Class Mark II offers the power and performance required in industrial environments, the reliability demanded in commercial applications, and a small footprint where space is a consideration.

"The M-Class Mark II series raises the bar for thermal and RFID printers with its high performance, broad range of value-packed features, and industry-leading warranties," says Doug Hall, Vice President of Marketing for Datamax. "This series has been designed to meet today's productivity, profitability, and low-cost-of-ownership priorities, and is a clear choice for the demands required in the most diverse applications."

This printer features a solid die-cast metal construction, large graphical display, and modular design. The solid cast metal chassis and durable steel cabinet offer rugged and reliable performance; the easy-to-use graphical display makes navigation through menus quick and simple for any level user, while the modular design offers flexibility to quickly replace parts in the field or install options to meet changing business requirements.

In addition, the M-Class offers direct thermal printing of bar codes, text, and graphics on demand; batch printing; a thin film printhead with IntelliSEAQ (Sequential Energy Adjustment for Quality); a die-cast aluminum frame; and Serial RS-232, Parallel, and USB ports.

"I believe Datamax has hit a home run with its introduction of the M-Class Mark II printer, with its ability to interface with existing systems for seamless integration," says Mark Fraker, VP of Marketing for BlueStar.

About Datamax

Datamax, subsidiary of Dover Corporation (NYSE: DOV), is a global leader specializing in the design, manufacture, and marketing of products for bar code and RFID labeling, including thermal demand printers, label, ticket and tag materials, and thermal transfer ribbons. Headquartered in Orlando, Florida, Datamax has representative offices throughout the United States and in Singapore, China, and the United Kingdom, as well as label converting and preprinting facilities in Robinson, Illinois. Datamax markets its products exclusively through a network of resellers in more than 65 countries worldwide. For more information, go to www.datamaxcorp.com.

About BlueStar

BlueStar is a leading solutions-based distributor of point-of-sale, bar coding, data collection, radio frequency identification (RFID), and wireless mobility products. BlueStar works exclusively with VAR Partners, providing them with complete solutions at competitive prices. The company brings unequalled expertise to the market, offer award-winning technical support and is an authorized service center for a growing number of manufacturers. For more information about BlueStar, please contact a BlueStar sales representative or log on to www.bluestarinc.com.