



Symbology, Incorporated

New West Coast Sales Representation for Symbology, Inc.

Minneapolis – Symbology, Inc., a barcode technology company, reached a new agreement for West Coast Sales representation with GAIG (Global Automation & Identification Group). Based in the Midwest, Symbology (www.symbology.com) serves clients nationwide. This new arrangement will provide additional accessibility for clients as well as increased sales support for the company.

Symbology will be represented by Michael Cizek's GAIG. John Gorowsky, Vice President of Sales and Marketing notes, "Having sales representatives based in the West Coast area provides a win/win for Symbology and our clients. Concentrating on barcode labels, verification equipment and digital files, these reps will be able to spread the word about our products to a broader audience; and in turn, west coast clients will have more opportunity for personal contact with a Symbology representative."

Cizek comes to Symbology with a strong background in barcode technology sales and development. After service in the Navy, he began his career with Kimball Systems, leader in retail Auto ID and labeling systems serving as regional manager and director. While there he sold the first non-food UPC label printing system in the Northwest.

Next he spent several years with CAERE Corporation, providing bar code and OCR reading solutions for the automotive, electronics, and life science industries.

Cizek operated an independent barcode labeling/reading solutions company before joining RJS, prominent manufacturer of bar code verification systems and self verifying printers.

In 1996 he joined Auto Image ID as VP of Sales. Auto Image ID, developer of integrated imagers for reading bar codes and matrix symbols, was eventually acquired by Microscan.

GAIG was established in 2009 with the goal of providing integrated Identification and Vision solutions through consulting services and partner alliances. GAIG has offices in Arizona and Southern California.

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Check Symbology's web site for company information www.symbology.com . Or contact Client Services 800.328.2612, clientservices@symbology.com.

About Us:

Symbology, Inc., established in 1980, is a leading provider of digital bar code files including the DataBar coupon code. In addition, they are a specialty manufacturer of sequentially numbered bar code labels, featuring custom and standardized industry-specific label products for library, blood, tire, medical and material handling. An ISO 9001:2008 certified company; they also offer a complete line of inspection equipment. Customers around the globe choose Symbology for high quality products, technological expertise, and unsurpassed customer service. Offices are located in Maple Grove, Minnesota. Web address: <http://www.symbology.com>.

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