



Symbology, Incorporated

Asia Sales Representative Added at Symbology, Inc.

Minneapolis, MN, February 22, 2010 - For Immediate Release - [Symbology, Inc.](http://www.symbology.com) has added to their global sales force by contracting for sales representation in Asia. Victor Rollins will represent Symbology's barcode label products from a working base in Thailand. He will manage sales in several countries including Thailand, Singapore, Malaysia, Vietnam, Cambodia, China and Indonesia.

Mr. Rollins' primary focus will be on preprinted barcode labels for specific industries, a Symbology specialty. The primary market for Asia will be the tire industry. Unique requirements for label adhesives and substrate durability make these labels a perfect fit for Symbology's manufacturing and design capabilities. Additional Asia markets could include the medical and blood labels meeting strict ISBT regulations; and material handling, such as tote bin or warehouse labels.

"Vic comes to us with several years of experience and in depth knowledge of Asia markets and business practices. We really jump started our Asia program with Vic's background and operating base in Thailand." says John Gorowsky, Vice President of Sales and Marketing for Symbology.

Vic previously held the positions of Vice President of Sales, and Director-Business Development with Sweetskinz, Thailand. He also spent time with Cycle Source Group, Riteway Products – GT Bicycles and Giant Bicycle in the U.S.

Vic Rollins can be reached at vrollins@symbology.com, 215.353.6672 Mobile USA, (+66.85.248.8769 Mobile Thailand).

Check Symbology's web site for further barcode label information www.symbology.com . Or contact Client Services at 800.328.2612 x 0, 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. Headquarters are located in Maple Grove, Minnesota. Web address: <http://www.symbology.com>.

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