

# Lexmark Retail to Showcase latest Innovations in Print and Digital Signage Solutions at NRF 2020 Vision

## Lexmark booth to feature devices and solutions that streamline paper-based processes in retail.

LEXINGTON, Ky., Jan. 10, 2020 /PRNewswire-PRWeb/ --Lexmark, a global imaging solutions leader, today announced that they will be showcasing their award-winning printers and solutions that are designed with retail in mind at NRF 2020 Vision, Retail's Big Show and Expo, Jan. 12 to 14, at the Jacob K Javits Center in New York. Lexmark will be located in booth 5637.

"Complicated, paper-based processes slow things down and make it difficult for retail employees to spend time on the sales floor with customers," said Brock Saladin, Lexmark senior vice president and chief revenue officer. "NRF 2020 is the perfect opportunity for Lexmark subject matter experts to interact with customers and to demonstrate how these retail devices and solutions can add real value and extend the lifetime of their investment."

Lexmark retail experts will be on hand to showcase products that help streamline paper-based processes in retail. Lexmark offers decades of retail expertise combined with world-class devices, retail-specific solutions and industry-leading services to help our customers achieve their goals.

2020 vision: Retail seen clearly

Here's what will be on display at this year's show in Lexmark booth 5637:

- A [single signage platform](#) that gives you the right blend of control and creativity for engaging, effective signs that sell.
- [Solutions](#) that automate and streamline processes to enable next-level productivity.
- [Printers](#) built for retail environments that are engineered to last longer than industry norms.
- Cutting-edge [cloud technology](#) and [managed print services](#) designed to simplify management and provide complete insight.
- Built-in [security](#) that drives greater protection across your enterprise.

### Supporting Resources

- Learn more about [Lexmark Retail](#) at NRF 2020 Vision.
- [Schedule a booth meeting](#) with our retail experts during NRF 2020 Vision.
- [Explore what Lexmark Retail](#) can do for your enterprise.
- [Keep up with Lexmark](#) on Twitter during #NRF2020.
- [Follow us on LinkedIn](#) for updates and giveaways during the event.

### About NRF

The National Retail Federation, the world's largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail thrive. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$2.6 trillion to annual GDP and supporting one in four U.S. jobs — 42 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies.

### About Lexmark

[Lexmark](#) creates innovative imaging solutions and technologies that help customers worldwide print, secure and manage information with ease, efficiency and unmatched value.

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