

Lexmark Honored with BLI PaceSetter Awards for Retail and Manufacturing

Award from Keypoint Intelligence recognizes Lexmark's portfolio of devices, solutions and services for the retail and manufacturing sectors.

Lexmark, a global imaging solutions leader, today announced it has been honored in two categories with prestigious BLI PaceSetter awards 2020-2021 from Keypoint Intelligence - Buyers Lab (BLI). Lexmark was recognized for excellence in the Retail and Manufacturing categories.

PaceSetter awards recognize companies that offer the most impressive portfolios of hardware devices, software solutions, and technical and professional services for customers in the categories studied, based on in-depth research conducted by Keypoint Intelligence among participating document imaging OEMs and the firm's expert analysis of each vendor's offerings for the target market.

"The manufacturing and retail segments have always faced unique challenges, and these have only been compounded by the unprecedented environment resulting from the COVID-19 pandemic," said Jamie Bsales, Director of Smart Workplace & Security Analysis at Keypoint Intelligence. "Partners who serve customers in these markets need to enable those customers to be agile, efficient and innovative, while also helping them drive out cost and increase productivity wherever possible."

Retail PaceSetter

Lexmark landed in the top tier based on its strong portfolio and proven track record in creating labels and patient information packs for pharmacies, shelf tags and signage for stores, multi-part inserts for ship-to-store applications, output from customer-facing kiosks, and more. Lexmark also scored well based on its [Print and Digital Signage solution](#), which allows retailers to publish shelf-edge signs, digital signs, electronic shelf labels and more, all from a single platform tied to the retailer's back-end systems.

Manufacturing PaceSetter

Lexmark earned top marks in manufacturing thanks to its rugged designs built to withstand the rigors of factory life. Print capabilities designed expressly for manufacturers include the ability to handle specialty media, print [GHS](#) (Globally Harmonized System) labels for flagging chemical shipments, and create [RFID](#) tags on demand so boxes can be tracked more easily. On the software front, Lexmark's [Supply Chain Document Optimization](#) offering automates and streamlines the manual and paper-based processes in supply-chain environments.

"Lexmark devices are intentionally engineered to withstand harsh manufacturing and retail environments," said Brock Saladin, Lexmark senior vice president and chief revenue officer. "We are proud to help our customers and partners transform their business processes for better insight and control of their retail and manufacturing paper-based processes so they can make decisions that make an impact."

"The manufacturing and retail segments have always faced unique challenges, and these have only been compounded by the unprecedented environment resulting from the COVID-19 pandemic." -- Jamie Bsales, Director of Smart Workplace & Security Analysis at Keypoint Intelligence

Supporting Resources

- [Read](#) the BLI PaceSetter award 2020-2021 article for Retail.
- [Read](#) the BLI PaceSetter award 2020-2021 article for Manufacturing
- [Go here](#) to find out how Lexmark enhances customer services with tailored retail solutions.
- [Learn more](#) about how Lexmark helps manufacturers transform processes to make improvements that have impact.
- [Subscribe](#) to the Lexmark News Blog.
- Follow Lexmark on [LinkedIn](#) and [Twitter](#).

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased insights and responsive tools they need in those mission-critical moments that define their products and empower their sales.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. In a landscape that's ever evolving, we change with it.

About Buyers Lab PaceSetter Awards

Based on exhaustive questionnaires, in-depth interviews, and a proprietary rating scale, Buyers Lab PaceSetter awards recognize document imaging OEMs that have shown market leadership in a variety of categories, including with technologies, services, and key vertical markets.

About Lexmark

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

Lexmark and the Lexmark logo are trademarks of Lexmark International, Inc., registered in the U.S. and/or other countries. All other trademarks are the property of their respective owners.

For further information: Emily Rardin erardin@lexmark.com

<https://newsroom.lexmark.com/newsreleases?item=135053>