

Lexmark Receives BLI PaceSetter Awards for Retail & Manufacturing

[Lexmark](#) has announced it has been honored in two categories with 2020-21 BLI PaceSetter awards 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, Keypoint Intelligence. "Partners that 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; multipart 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, senior vice president and chief revenue officer, Lexmark. "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."