

TALLY AND CANCOM READY TO ROLL AT MACFEST

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Partnership to service UK's Mac users through multi-channel approach

Tally Ltd., the computer printer specialist, today announced that it has partnered with Apple's largest European dealer, Cancom. The companies will work together in meeting the printing demands of the UK's Mac users, building upon Tally's position as a manufacturer of colour laser printers to this market, and Cancom's knowledge of and standing in this sector of the computing industry. Both companies will be attending this year's MacFest roadshow, an event that seeks to bring Mac users and suppliers together. Among offerings to roadshow delegates is Tally's recently launched 5-year warranty – what is effectively a lifetime guarantee for colour laser printers. In addition, Cancom will be offering buyers free next day delivery on products.

Tally will be exhibiting its T8106 and T8406 product range, A4 and A3 printers that have been specifically designed for the needs of Mac users. These printers come with true Adobe® PostScript® as standard and 1200dpi resolution, and with colour matching support for ICC profiles and PANTONE colours. Enhanced versions run 128Mb memory and include a hard drive as standard. All models are supported by Tally's free 5-year onsite warranty, which has experienced great uptake since its launch in February this year. Tally has its own team of expert service engineers to back up its channel partners, so users are given complete peace of mind.

Cancom will offer Tally's products a retail presence through its regional stores, as well as sales through its website, <http://www.cancomuk.com>, and Cancom's direct operation, which sends product information to its customer base.

"As Europe's largest Apple Dealer it is important that we ensure that we only enter into strategic partnerships with companies who not only deliver an exceptionally high quality product but back up this quality with service. Tally are so confident of their products they give our users huge peace of mind with a 5 year on site warranty. Cancom customers expect the best and in Tally we believe they will not be disappointed," said Cancom's Sales and Marketing Director, Jim Williams.

Tally's Managing Director, Robin Edwardes, says, "Cancom and Tally are both forward-thinking companies, and our partnership demonstrates the perfect collaboration of skills. The Mac market can be very application specific, and Cancom recognises that the printing needs of the Mac community are distinct. Through our partnership, we will be offering users professional, feature-rich products, and a service and support system that will take their investments further."

About MacFest

Sponsored by Macworld magazine, the MacFest roadshows will take place in Cambridge, Manchester and London this year. MacFest is a premier showcase for the latest products and technologies from leading manufacturers, software companies and service providers. This year's shows bring together thirty of the best manufacturers from the Mac industry under one roof in a series of UK locations.

More information is available at <http://www.macfest.co.uk>

About Cancom

As a business-to-business solutions provider, Cancom is Europe's largest Mac dealer. The company's website and growing base of retail stores across the UK are the first stop for Mac users.

More information is available at <http://www.cancomuk.com>

About Tally

Re-formed in 1996 following the buy-out of Mannesmann Tally from the German conglomerate Mannesmann AG, Tally has been dedicated to the manufacture and support of computer printers for more than 30 years. The company offers business users a wide range of mission critical, colour and desktop printers. These include mono/colour lasers, volume inkjet printers, high-performance matrix printers and line printers where the company is recognised as the market leader.

Tally is based in Basingstoke in the UK from where it sells into more than 60 international markets through local distributors. This new facility includes a state-of-the-art training, repair and commissioning centre and is the hub of its UK-wide service team of 20 engineers, which boasts a first-time-fix rate of 97%. Tally Ltd has enjoyed ISO9001 accreditation since 1991, and achieved Investor in People status in 1999.

A global player in the computer printer market, the company employs more than 1100 staff operating out of subsidiaries in the UK, Germany, France, Italy, Austria, Russia, Singapore and North America, and manufactures in Germany and the USA.

In the UK, the company sells through distribution partners and VARs, and corporate customers include Tesco, B&Q, Ministry of Defence, Unichem, Kwik-Fit and HSBC Bank.

For further information on Tally Ltd, please visit <http://www.tally.co.uk>

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