



## **Seiko Instruments Unveils latest Bluetooth Linerless Label Printer - SLP721RT**

*A world-leading printer company has introduced an additional Bluetooth model to its popular 2" linerless labeling and receipt printer.*

Seiko Instruments USA Inc. (SII) Thermal Printer Division, a renowned global leader in thermal printer technology, has introduced its new addition to the label and receipt printer lineup – the SLP721RT. The cutting-edge printer is designed to cater to the growing demand for liner-free label applications across various sectors, including Hospitality/Retail, Food Service, Healthcare, and other key verticals. Whether printing customer labels for coffee, grilling orders, food pickup, delivery, or visitor badges, the SLP721RT is crafted to fit into compact spaces while delivering top-notch performance. It is versatile enough to print on standard labels and receipt paper, making it suitable for many applications.

True to Seiko Instruments' reputation, the SLP721RT boasts robust features and operates at a swift speed of 7.9" per second. It supports multiple media sizes, including liner-free labels of 40/58 millimeters, standard label widths of 31/39/58 mm, and standard receipt paper of 58mm. The printer features an auto-cutter for partial and full cuts, label taken sensor, paper end and black mark sensors. Its compact design, measuring only 3.5 inches wide, 7.9 inches deep, and 5.6" inches tall, fits seamlessly into tight spaces, resembling the width of a to-go coffee cup. With the addition of the Bluetooth model, the SLP721RT and SLP720 lineup now supports all key interfaces including USB, Ethernet, WLAN, and Bluetooth) and is compatible with operating systems such as Windows, iOS, and Android. The package includes Seiko Smart Label Creator software for enhanced productivity, and the printer maintains support for Seiko SLP OEM Labels. The SII Layout Editor is also available for easy label creation.

Matt Schmitz, General Manager of Seiko Instruments US Thermal Printer Division, emphasized the company's commitment to Innovation. He stated, "The marketplace emphasized the need for Bluetooth for our popular SLP720 Series lineup. Customers love the compact solution for

linerless label and receipt printing and need the Bluetooth option, which the SLP721RT fills this need."

For additional information and pre-orders, please contact 877-905-2291 or email [tpdsales@seikoinstruments.com](mailto:tpdsales@seikoinstruments.com).

### **About Seiko Instruments Inc.,**

Seiko Instruments (SII), a subsidiary of Seiko Holdings Corporation, is a globally recognized brand known for innovative design and precision manufacturing. Established in 1937, SII has over 6,800 employees worldwide, manufacturing watches, electronic components, and a comprehensive range of receipt printers, mobile printers, smart label printers, and OEM printing solutions.

More information can be found at [www.sii-thermaprinters.com](http://www.sii-thermaprinters.com). Follow Seiko Instruments on [www.linkedin.com/company/seiko-instruments.-usa](http://www.linkedin.com/company/seiko-instruments.-usa).

### **Corporate Contact**

Mike Zolot – Director of Sales and Marketing

[Mike.zolot@seikoinstruments.com](mailto:Mike.zolot@seikoinstruments.com)

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