



wepsol
elevate work

“REVOLUTIONIZE” The Barcode Label Printing



Wepsol: A 20+ years history



Established

Established as a part
of Wipro, now
US\$ 10bn enterprise

1988



1991

WeP

Spun off as the
largest employee-
owned company



2000



2002

2nd Factory

Setup In North
India Billing
machines launched



2005



2015

wepsol

Rebranded to align
with changing
Work & workplace



2023

1st Factory

Factory set up in
Mysore, Karnataka

MPS Services

Pioneered
Print As A Service

Digital Services

Launched workflow
Automation

Tier – 1 Manufacturing



Tier – 1 Manufacturing



Foothills of Himalayas

ZED SILVER Certified

ESD Flooring

Dust Free Environment

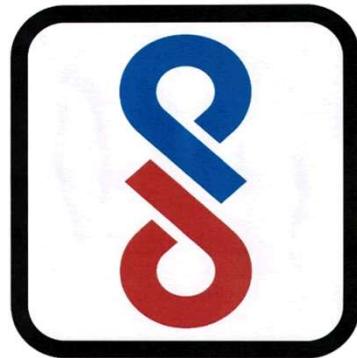
Temperature Controlled



Quality Certifications



Zero Defect, Zero Effect



BIS Certifications



ROHS



Market Size and Retail Share



- India's **overall barcode printer market** was worth approximately **USD 164.2 M in 2023** and is expected to reach **USD 393.9 M by 2030**, growing at a **CAGR of 13.3%**- [Source](#)
- Globally, **retail accounts for 36.3%** of the barcode printer market. [Source](#)
- In India, while logistics/manufacturing leading in volume, **retail & e-commerce is the fastest-growing end-user**, thanks to organized retail growth and online shopping adoption

Market Size and Retail Share estimated Retail-Only Market Size (India)

Segment	Estimate (USD M)	Notes
Overall barcode printers (2022–23)	164–251	Varies by source
Retail share (36%)	59–90	Based on global share
Retail desktop/mobile printers (2024)	123.4 (desktop)	Includes RFID, specific to POS/retail



INTRODUCING HOOKS Barcode Label Printer

Cutting-Edge Functionalities



BARTENDER
Light
INCLUDED

RISC POWERED
CPU
32 BIT
ARCHITECTURE

4" Thermal & Direct Transfer

152mm/sec
Print Speed

Fast and Reliable

32 Mb RAM
+
16Mb Flash

More power with
Flash Storage

Best in class

Paper Type to Industry Mapping



Thermal Paper

- Retail (POS receipts, billing)
- Hospitality (restaurants – order tickets, kitchen printers)
- Logistics & Shipping (shipping labels)
- Parking (ticket dispensers)
- Healthcare (prescription & lab report printouts)
- Banking (ATM receipts)

Clothing Tag Paper

- Fashion & Apparel (garment pricing tags, brand labels)
- Retail (product tags for clothing and accessories)
- Export Houses (compliance and care tags)
- Boutique Businesses

Silver Paper

(usually refers to silver foil or metallized label paper)

- FMCG (premium product labels – cosmetics, perfumes)
- Food & Beverages (bottle labels for wine, liquor, chocolates)
- Electronics (product branding labels)
- Gifts & Packaging (luxury gift wrap labels)

Paper Type to Industry Mapping



Coated Paper (glossy/matte finish – ink receptive)

- Publishing & Printing (magazines, brochures, catalogues)
- Advertising (flyers, posters)
- Packaging (product cartons, box labels)
- FMCG (outer packaging)
- Pharmaceuticals (informational leaflets)

Washing Labels (care/wash instruction tags – usually satin, taffeta, or TPU)

- Apparel Manufacturing
- Textiles & Home Furnishings
- Export Garments (for international compliance)
- Uniform Suppliers

Ribbons (used in thermal transfer printers)

- Manufacturing (product & batch ID labels)
- Retail (barcode labelling)
- Logistics (shipping labels)
- Healthcare (lab sample labelling)
- Automotive (component labelling)

Why Hooks?

