Custom America Puts Business Continuity First With P3L's Advanced Exchange Coverage

BOOTHWYN, PA. — Custom America is making service after the sale part of the value of its P3L receipt printer, with three-year Advanced Exchange coverage included as standard in the United States. The program helps retail and hospitality businesses reduce downtime by providing a replacement for a covered issue before the original printer is returned.

Under a return-for-repair warranty, a business sends its printer in and waits for service and return shipment. Advanced Exchange changes that sequence, allowing the replacement process to move forward without waiting for the original unit to complete a repair cycle. For a busy checkout counter or restaurant POS station, that can mean less disruption for employees and the customers they serve.

"This warranty allows us to respond to how businesses actually operate," said Natalie Kenis, Director, Service and Support at Custom America. *"A store or restaurant still has customers to serve when a printer needs attention. Advanced Exchange helps shorten that interruption by getting a replacement moving while we handle the service issue."*

Value Beyond The Purchase Price

For dealers, the included coverage gives customers another reason to consider the P3L alongside print performance, connectivity and cost. It makes the service model part of the hardware decision from the start, rather than something a business discovers only when a printer fails. The P3L combines thermal receipt printing with USB, serial and Ethernet connectivity for retail and hospitality installations. Its three-year coverage extends that value beyond installation, backed by a direct point of contact through Custom America Support. For coverage details, eligibility and replacement terms, see the P3L Advanced Exchange Warranty details.

About Custom America

Custom America provides purpose-built technology for retail, hospitality, self-service, OEM and other customer-facing applications across the Americas. Its portfolio includes POS terminals, kiosks, printers, scanners and mobile devices, supported by a network of dealers, distributors, software providers and integrators. To discuss P3L opportunities, contact sales@customamerica.com.

