

PRESS RELEASE

PRINTER SISTEM DOO BEOGRAD WARNS AGAINST ABUSE OF BUSINESS IDENTITY:
The trademark is legally protected, and the integrity is unquestionable

The company **Printer Sistem doo Beograd**, one of the leading domestic IT companies, hereby draws the attention of the public and the business community to the attempted abuse of our visual and business identity, as well as the unauthorized use of our name and legally protected trademark for purposes that are not in accordance with the values and business ethics of our company.

Our company, which operates with decades of experience, as a **domestic IT leader** in the development of business software solutions, **digitization and ERP implementation**, has faced a serious reputational challenge: the existence of a company with a similar name – **Printer ITSS d.o.o. Banja Luka**, whose business is often negatively mentioned in the media, including sanctions imposed on it in international frameworks.

Aware that business success often entails responsibility, but also imitation attempts, we hereby clearly and unequivocally distance ourselves from all activities and entities that impersonate **Printer Sistem doo Beograd** or use the visual identity of our company without our approval.

In this particular case, the public is being misled in this way, although **Printer Sistem doo Beograd** does not have any business, ownership or organizational connection with the entity from Republika Srpska. The trademark (logo) "Printer" is owned by our company and is legally protected by **the Intellectual Property Office of the Republic of Serbia**.

Identity abuse is not only an ethically questionable practice – it represents a serious violation of intellectual property rights and laws governing companies, brands and market competition. Our trademark (logo) is legally protected, registered with the competent authorities, and any unauthorized use will be processed in accordance with the applicable laws **of the Republic of Serbia**.

To this end, **Printer Sistem doo Beograd** has already taken appropriate legal procedures to protect its identity, the interests of its clients, as well as partners and the integrity of more than two decades of professional work. Our company stands firmly behind its values, employees and partners and does not allow its reputation to be damaged by misuse of its name or visual identity.

We urge all our partners, clients and the general public to exercise caution and, in the event of any doubt as to the veracity of the communication, offers or contracts referencing the name **Printer Sistem doo Beograd**, immediately contact our company through official channels.

office@printer.rs 

www.printer.rs 

PRESS RELEASE

ABOUT PRINTER SISTEM DOO BEOGRAD

Data on the ownership structure and management organization of the company **Printer Sistem doo Beograd**, which protected its trademark (logo) "Printer" with the **Intellectual Property Office of the Republic of Serbia**, are available in the public records of the Business Registers Agency of the Republic of Serbia.

In accordance with the statements from the abovementioned text, we emphasize that **Printer Sistem doo Beograd** does not have any ownership, business, financial, management or any other connection with the company **Printer ITSS d.o.o. Banja Luka**.

Established in 2012, **Printer Sistem doo Beograd** is today recognized as one of the key actors in the field of information technology in Serbia, and is part of the **Printer Group**.

Our core business includes the implementation of complete IT solutions, system integration, business print optimization, as well as IT and financial consulting.

Throughout our years of work, we have achieved strategic partnerships with the most important global IT brands, while our clients are leading public and private companies and institutions.

We particularly stand out for the development of specialized business solutions such as software platforms Proprint, Probiling, Aspect, Jana and BZR, as well as for the wide range of financial and accounting services we offer – from payroll and VAT calculations to tax consulting and preparation of financial statements for management.

Printer Sistem doo Beograd continues to build its business on the foundation of quality, knowledge and integrity, remaining consistent with the principles of transparency, innovation and accountability to the community and clients.

Identity verification and additional information contact:

office@printer.rs 

www.printer.rs 