**Confidential Printing: New ezeep Blue Feature Activates Secure Pull Printing in Just a Few Simple Steps**

*Easy setup of the new feature offers secure, cost-saving printing for any end device and printer in minutes without any special hardware required*

**BERLIN/DENVER, April 26, 2022 –** ThinPrint, the leading experts in enterprise print management, today announced its pull printing feature for its ezeep Blue cloud printing solution. With no special hardware required, it can be activated with just a few simple steps and is up and running within minutes. Pull printing with authentication at the printer ensures that only authorized users access their printouts, bringing an end to forgotten printouts in the output tray and ensuring that confidential documents remain secure in all locations with shared printers.

Anyone who prints confidential documents such as HR records or contracts on printers in publicly accessible areas has to be careful and quick to ensure that documents don't fall into the hands of others. One option is to use a pull printing solution. But these solutions are often complex to set up and only work with certain devices and with a limited number of printer models.

ezeep Blue now offers easy-to-set-up, platform- and vendor-independent user-authenticated printing thanks to its new pull printing feature. It's integrated into the intuitive ezeep Blue printing apps for Windows PCs, Macs, Google Chromebooks as well as iOS and Android mobile devices. In the ezeep web console, the pull printing feature can be enabled with just a single click. Then, users only need to be assigned the printer "AnyPrinter by ezeep" to use pull printing. In parallel, QR codes are generated and can be attached to the printers. Once the user has initiated their print job via their app to the "Any Printer by ezeep" printer, the print job is placed in the secure pull printing queue. If the user goes to the printer of their choice and scans the QR code with their iOS or Android device, their personal printout starts directly at the printer. Additional authentications methods will be added soon.

"Our new pull printing feature is the easiest and fastest to set up solution of its kind. It works within minutes, without any complex setup procedure or any special hardware," said Charlotte Künzell, CEO of ThinPrint. "It makes printing secure and is also ideal for hybrid workers who want to use different printers, from different providers, and at changing workstations."

To use ezeep's pull printing users simply register and within minutes the pull printing feature is available, independent of the hardware and software previously used.

You can find more information about ezeep Blue pull printing here: https://www.youtube.com/watch?v=oQ8Rm64ElVg

You can also create a free ezeep account here: https://www.ezeep.com/demo

**About ezeep:**

The future of printing is ezeep. With ezeep, printing is dramatically simplified, enabling any device to print to any printer – whether with the ezeep printer driver from PC or Mac, via app for smartphones and tablets or even by web-based drag & drop for the occasional user.

Consumers print unlimited and – naturally – free-of-charge to their own printers and, depending on the provider, free or at a cost to external printers. This makes printing as easy as making a phone call, eliminating the need for any user support. Companies can lower the infrastructure demands on their printer setups in branch offices worldwide, thanks to ezeep, drastically simplifying their administration. With this, the total costs for deploying printers is significantly reduced.

Coworking spaces, universities, exhibition grounds, train stations, airports and kiosks can not only make their printers publicly available with just a single click, but also charge for printing with ease. The same applies to private users or cafés which want to share their printers with others. Printers are thereby transformed into sources of income, not costs. Open interfaces enable integrations with existing solutions, such as for user and resource management, cost control or compliance monitoring for maximum cost savings via automation. A constantly growing ecosystem of standard integrations by development partners makes these benefits also available to non-technical users.

By reducing costs and removing all technical requirements, whilst providing the ability to use third-party printers at any time, ezeep ensures that in the future people will be able to print from almost every location quickly and easily, for whatever reason they might have. ezeep is committed to minimizing the CO2 footprint of printing and ensuring that printed paper can be a meaningful, productive and responsible alternative to screen-based information consumption. For more information, please visit: www.ezeep.com.

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