

TR4085plus™

Sony Chemicals Corporation of America's Four-Million-Linear-Inch Guarantee



As you are aware, Sony Chemicals Corporation of America has offered a Three-Million-Linear-Inch Guarantee on TR4085plus™ for some time now. We now have raised the bar and are increasing our guarantee to Four-Million-Linear-Inches! We are so confident in the performance of our TR4085plus™, combined with our exclusive Smoothcoat™ backcoat, that we now guarantee any thermal transfer printhead can run up to Four-Million-Linear-Inches of TR4085plus™ thermal transfer ribbon without suffering any damage caused by the ribbon. This is four times as long as the industry standard!

For this guarantee to be valid, all you need to do is follow the OEM's recommended maintenance schedule, use manufacturer-approved media, and comply with manufacturer-specified operating conditions.

If a printhead becomes damaged by our ribbon, we'll replace it at no cost to you.

TR4085plus™ Resin Enhanced Wax

TR4085plus™ sets the standard for thermal transfer wax technology. Featuring our SmoothCoat™ backcoat, TR4085plus™ provides unparalleled printhead protection, while delivering the darkest, most durable images. In addition, TR4085plus™ prints on a wide range of substrates from uncoated papers to mid-range synthetic films.

- SmoothCoat™ backcoating
- Delivers darker images
- Prints at high speeds (12 IPS) delivering crisp, rotated bar codes
- Dissipates static
- Superior print quality on flood-coated labels
- Enhanced smudge and scratch resistance

Recommended Applications:

Shipping labels, retail tag labels, pharmaceutical labels, ingredient labels, general ticketing, shelf labels, horticulture labels, warning labels, blood bags, drum labels, polybags and machinery part labels.

How can Sony Chemicals Corporation of America offer a Four-Million-Linear-Inch Guarantee?

Our SmoothCoat™ backcoat technology provides ultimate printhead protection and debris prevention built into every roll of thermal transfer ribbon.

SmoothCoat™ has proven successful in customer printers and in laboratory testing for over five years with a 0% claim rate.

Because Sony Chemicals Corporation of America is so confident in the performance of SmoothCoat™ technology, we now offer a Four-Million-Linear-Inch Guarantee on Sony Chemicals Corporation of America's TR4085plus™ resin enhanced wax thermal transfer ribbon.

How does SmoothCoat™ improve your thermal transfer printing?

- Prolongs your printhead life by preventing printhead wear and reducing debris build-up
- Reduces friction during printing
- Provides a protective barrier to the printhead

Why does Sony Chemicals Corporation of America focus on backcoat technology rather than built-in cleaning leader technology?

One thermal transfer ribbon manufacturer believes that a built in printhead cleaning leader is necessary on thermal transfer ribbons to accomplish printhead protection and debris removal.

Sony Chemicals Corporation of America disagrees because we believe a built-in cleaning leader, which is considered a "mild abrasive", can actually accelerate printhead wear. For this very reason, we choose to focus on providing the very best backcoat available.

TR4085plus™. . . **No gimmicks** . . . **No hassles** . . . **No operator effort** . . . The ribbon that does all the work . . . Now with a Four-Million-Linear-Inch printhead guarantee!



*The 4 million linear inch guarantee is limited to Sony Chemicals Corporation of America customers only.

F-Guarantee 04/05

SONY

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