



Cleveland Cincinnati Charlotte Chicago

Thermal Transfer Ribbons

Why sell ribbons?

There are many reasons you should be selling thermal transfer ribbons with your thermal transfer labels. Some of the primary reasons are:

- Allows you to **sell additional products** into your accounts
- **Minimizes your competitors** getting access to your account because you are selling the complete solution. A thermal transfer label is of little value without the thermal transfer ribbon!
- Allows you to **increase your sale by 25%**. As a rule of thumb, **for every \$100** in thermal transfer labels you sell, selling thermal transfer ribbons increase that sale by \$25!

For those of you not familiar with thermal transfer ribbons, there are **3 primary ribbon formulations**; wax, also known as resin-enhanced wax, wax/resin, and resin. Selecting the correct ribbon formulation will ensure the proper image quality and durability for the intended application.

Wax thermal transfer ribbons – Wax ribbons are the most common ribbons used. They are the least expensive of the 3 primary formulations while still offering acceptable performance. When compared to their ribbon counterparts, they require the least amount of heat to transfer the ink from the label to the ribbon. Most common substrates include coated paper and tag stocks, flood-coated labels, polypropylene, and gloss paper. Typical applications include shipping, retail, inventory, and product identification.

Wax/resin thermal transfer ribbons – Wax/resin ribbons, as the names implies, are a combination of wax and resin. This combination varies by manufacturer. Adding resin to the formulation allows for added image durability and heat resistance beyond what is found in a wax formulation. Wax/resin ribbons are also more expensive than the wax ribbons. The amount of heat required to transfer the ink from the ribbon to the label increases because of the additional amount of resin found in this ribbon. Most common substrates include coated paper, flood-coated labels, polypropylene, and polyethylene. Typical applications include healthcare, horticulture, inventory, shelf, product identification, and shipping.



Resin thermal transfer ribbons – Resin ribbons have a performance level well beyond that of a wax or wax/resin ribbon. They are also considerably more expensive than both wax and wax/resin ribbons. In addition, significantly more heat is required to transfer the ink from the ribbon to the label. Most common substrates include polypropylene, vinyl, polyolefin, and polyester. Typical applications include outdoor, asset tracking, chemical drum, electronic component, and automotive.

Why buy your ribbons from ID Images?

ID Images is uniquely positioned because we are **one of only a few label converters who also slits ribbons**. Benefits to buying thermal transfer ribbons from ID Images includes:

- We stock key ribbon and label sizes at each of our converting operations as well as our distribution **warehouse in Los Angeles, CA**. This allows you to ship both the ribbons and labels from one location resulting in lower freight costs
- We have the ability to **slit custom width and length** ribbons
- We stock numerous ribbon samples that your customers can use to test our products
- We can **customize the ribbon hub and case labels** to meet your requirements
- Your company can **reduce paperwork** by only having to generate one purchase order and pay one invoice. It also ensure that the labels and ribbons **arrive at your location or your customer's location at the same time!**



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