

Experience the Power of Sony's TR4085plus™ . . .

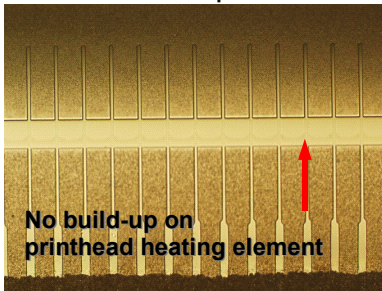
Sony's TR4085plus™ resin enhanced wax features Smoothcoat™ backcoat – a protective barrier so effective, you can run 226 rolls* of ribbon (4 million linear inches) with no significant build-up on your printhead heating element. You'll get barcodes of consistent quality and durability with less downtime from print problems. That's a promise backed by Sony's **4 Million Linear Inch Guarantee** and proven in the market for over five years.

Sony's TR4085plus™. Doesn't have a gimmick. Doesn't need one.

*226 rolls of 110mm x 450m TTR with no significant signs of build-up on your printhead heating element. Based on OEM recommended cleaning and printing methods.

See the Power of TR4085plus™ . . .

After printing
3,000 meters (10 rolls, 300m length)
of TR4085plus™

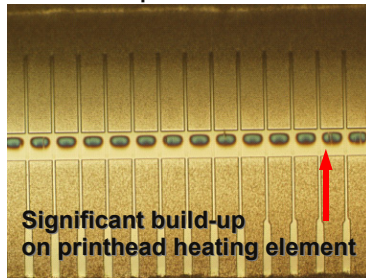


TR4085plus™

*Began with new printhead and ran 3,000 meters. Printed at 6 ips at optimum print temperature. Microscope photo of printhead taken at 100% duty cycle.

*Based on OEM recommended cleaning and printing methods

After printing
3,000 meters (10 rolls 300m length)
of Competitive Ribbon A

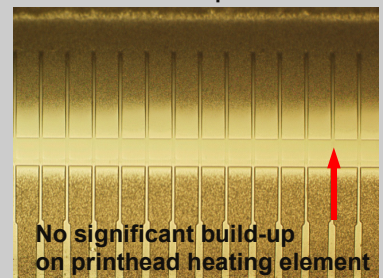


Competitor Ribbon A

*Began with new printhead and ran 3,000 meters. Printed at 6 ips at optimum print temperature. Microscope photo of printhead taken at 100% duty cycle.

Even after printing 4 million linear inches of Sony's TR4085plus™ there is no significant build-up on the printhead heating element!

After printing
339 rolls (300m length)
of TR4085plus™



TR4085plus™

*Started with new printhead and ran 4 million linear inches of TR4085plus™ at 6ips at optimum print temperature on a Zebra Xi III plus printer.

4 Million Linear Inch Guarantee!

Because we are so confident in the performance of our Smoothcoat™ backcoat, we are increasing our 3 million linear inch guarantee on TR4085plus™ to 4 million linear inches! Sony guarantees you can run 4 million linear inches of Sony's TR4085plus™ thermal transfer ribbon without suffering any damage to the printhead caused by the ribbon. This is four times as long as the industry standard! We continue to raise the bar for TTR performance and technology and have set the standard in wax technology with TR4085plus™ for over 5 years!

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.

SONY

Sony Chemicals Corporation of America

Power4085+ 04/05



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