

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?

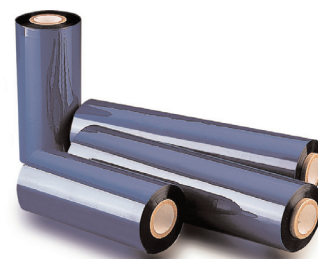
- Prolongs your printhead life by preventing printhead wear and reducing debris build-up
- Reduces friction during printing
- Provides a protective barrier to the printhead

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.*

SONY

Sony Chemicals Corporation of America

F-Guarantee 07/05



2878 Directors Cove
Memphis, TN 38131

Phone: 901-345-5566
Toll Free: 1-800-380-0516
Web: www.barcodepros.com

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

- This guarantee is limited to a period of three hundred sixty-five (365) days or four million (4,000,000) linear inches of use, whichever comes first.
- For this guarantee to be valid, you must follow the OEM's recommended maintenance schedule, use manufacturer-approved media, and comply with manufacturer-specified operating conditions.
- This guarantee covers replacement of a thermal printhead that has suffered damage through the exclusive use of Sony Chemicals Corporation of America's TR4085plus™ thermal transfer ribbon.
- This guarantee does not cover printheads which have been misused, altered, neglected, handled carelessly, or damaged due to improper cleaning or unauthorized repairs.
- This guarantee is only valid for active Sony Chemicals Corporation of America customers in good standing.

Helpful Hints for Ensuring Printhead Life and Common Maintenance Tips:

- OEMs recommend cleaning printheads after every roll of ribbon with a non-abrasive cloth soaked in Isopropyl Alcohol (IPA).
- Vacuum and dust printers frequently.
- Always use ribbons which are slightly wider than the label stock.
 - Too wide will cause ribbon wrinkle during printing.
 - Too narrow causes a white wear mark on printhead resulting in print head damage.
- Improper use of printhead cleaning cards can result in printhead damage.



If the above conditions have been met and a printhead defect occurs, please follow Sony Chemicals Four-Million-Linear-Inch Guarantee screening process outlined below.

Determine if the customer claim meets the criteria attributed to ribbon wear by answering these questions:	Yes	No
Are there any nicks, scratches or gouge marks on the printhead?		
Are there any white colored marks on the printhead which may have resulted from the label being wider than the ribbon?		
Are there any hardened black particles on the printhead which indicate either improper cleaning or loading and running the ribbon with the ink side facing the wrong direction?		
Did the customer use ribbons other than TR4085plus™ on this printhead?		
Did the customer use other than industry standard thermal transfer label stock?		

If you answered **YES** to any of the above questions, the printhead does not qualify for guarantee services. Each of these conditions is not attributable to ribbon wear.

If you answered **NO** to all of these questions, please contact your Sony Chemicals Corporation of America sales representative or customer development representative at (888) 569-7222 for a Printhead Guarantee Claim Form.