



It's

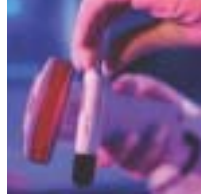
EVERYWHERE...

APPLETON  
What Ideas Can Do™

**D**irect thermal printing has come a long way since we invented it in the early 1960s. An ongoing stream of innovations and advances in direct thermal technology have lead to a system with a remarkably wide range of applications.

Sometimes, however, the image of direct thermal in the marketplace remains anchored in the papers of the past. For a lot of potential users, that means they may be missing out on the convenience, reliability, simplicity and quiet speed of direct thermal.

So let's set the record straight with some frank, factual talk about what today's direct thermal offers you.



## Medical facilities

*trust direct thermal labels to correctly identify patients, samples and medications.*

It's

# D I R E C T T

*Two of the world's largest global delivery firms rely on direct thermal labels to track **18 million** packages a day.*



*All provincial lotteries in Canada use direct thermal for tickets. By next year, **more than a third** of state lotteries in the U.S. will issue tickets on direct thermal.*

More than **90%** of U.S. airline tickets  
are printed on direct thermal cardstock.



The majority of **e-ticket kiosks**  
at domestic airports issue certificates  
and **boarding passes** printed  
on direct thermal.



**Weigh-scale** applications at most **deli,**  
**meat counter** and **bakery** operations  
take advantage of the speed and accuracy  
of direct thermal.

# H E R M A L



The country's most-popular  
**amusement parks**  
use direct thermal for tickets  
with image and souvenir value.



The nation's largest  
**entertainment ticket**  
providers print their tickets on  
direct thermal.



Direct thermal is quickly becoming  
the paper of choice for both indoor  
and outdoor **parking receipts.**



**B**ecause it's simple. Direct thermal has the "ink" already built into the media. So there are no messy and expensive ribbons, inks or toner cartridges to deal with. That cuts inventory hassles as well as expense and time. Just pop a roll of media into your printer and you're ready to go. Direct thermal printers are also simpler with fewer moving parts than any comparable technology. In fact, direct thermal printers are as close to maintenance-free as hardware gets.

It's

R E L I A B L E

*Direct thermal's imaging capabilities provide ample resolution for text printing, graphics and bar code applications. Fast and dependable, direct thermal is ideal for kiosks and other remote automated installations.*



When direct thermal was introduced forty years ago, it was relatively fragile. But that was then. Direct thermal now comes in grades that offer more than enough resilience to withstand the challenges almost any supply chain can dish out — including bright light, moisture, chemicals, scuffing and even temperatures to 180°F. Today's direct thermal offers near-archival performance with image integrity (measured by scannability) extending to ten years. How many products need labels lasting longer than that?

It's

D U R A B L E



*Direct thermal labels ensure the delivery of 6,500,000,000 packages a year. Direct thermal stocks are now commonly used for applications where exposure to harsh — even severe — environments is routine.*





**D**irect thermal today isn't like the fax paper of decades ago. If your application demands printing on an exceptionally strong base, direct thermal poly films can be the answer. Here's a stock with more than enough muscle to take the punishment of the most abusive handling applications like component tags in manufacturing, industrial shelf-marking, situations where security is an issue, and even labeling outdoor nursery stock. If direct thermal can handle that, just think what it can do for you.

It's

STRONG

*With more than a billion pieces of luggage checked at airports each year, there's lots of opportunity for problems caused by damage to those all-important bag tags. That's why virtually all airlines choose the strength of direct thermal for tracking baggage.*



If bar coded labels, receipts or tags are important to your operation, direct thermal can deliver what you need. Whether vertical or horizontal, direct thermal excels at laying down bar codes that work with all types of scanning equipment. Direct thermal grades used for lottery tickets boast a nearly perfect, error-free record of bar code scanning accuracy. Operators of manufacturing, warehouse and delivery tracking systems across the country are turning to direct thermal for efficiency, performance and cost control.

# It's SCANNABLE



*Even in less-than-hospitable manufacturing, storage and transport environments, direct thermal stocks offer outstanding bar code performance with accuracy, efficiency and cost-effectiveness.*





# APPLETON

What Ideas Can Do™

**Thermal and Advanced Technical Products**

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Need more information about what direct thermal can do for you?

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