



IT'S BETTER

APPLETON
What Ideas Can Do™



Which is the better choice for printing labels for warehousing and distribution applications: Thermal Transfer or Direct Thermal?

We'll state up front that we believe Direct Thermal is the better choice in most situations — and, if you're still using thermal transfer for supply chain labels, that you're missing out on some valuable benefits.

So let's clear the air about how Direct Thermal performs and let the facts speak for themselves.

It's

DIRECT THERMAL

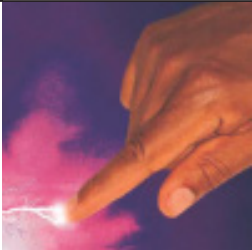
*Did you know that almost all thermal transfer printers can also print Direct Thermal? So **switching** to Direct Thermal is likely much **easier** and **cheaper** than you ever thought possible. See the last page of this booklet to learn more.*



With Direct Thermal, the printed image is formed within the paper. It's a one-piece proposition.

But thermal transfer printers need a ribbon. That's another consumable that someone has to take from stock and change. And threading a delicate ribbon through a drive mechanism can be a tricky and time-consuming process. Plus, the ribbon path often requires tedious attention and adjustments.

It HANDLES BETTER



Thermal transfer ribbons are prone to developing potent static electrical charges. Many employees are reluctant to risk static shocks when it's time to change ribbons.

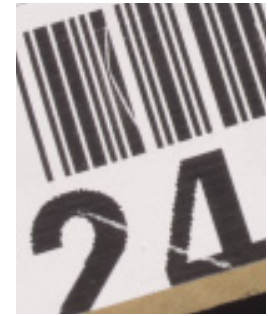
*Both Direct Thermal and thermal transfer print at about the same speed. However, the reduced handling of Direct Thermal means less time tending printers and **more time moving products.***





Direct Thermal prints sharp, dense, clear images with more than ample resolution for reliable, accurate bar code scannability and easy human readability.

With thermal transfer, even a slight ribbon misalignment or improper installation can result in wrinkling, drop outs and unscannable bar codes. If you're lucky, that only means downtime to correct the problem. But you could be looking at rejected shipments and chargebacks from your customers.



Thermal transfer ribbon can wrinkle, resulting in unscannable bar codes.

It SCANS BETTER



Thermal transfer ribbon choice makes a difference. Inexpensive wax-based ribbons can save you money, but the image can smear when rubbed, especially in hot weather.

*Bar codes produced on Direct Thermal labels have been repeatedly shown to be **scannable 18 months** after printing, even under less-than-ideal conditions. In most supply chains, that's way beyond the lifespan labels need.*



With Direct Thermal, you only need label stock because the imaging media is within each label.

With thermal transfer, however, you need suitable labels — plus a ribbon compatible with both the printer and the stock. That means double the supply and procurement: more SKUs to track, more time placing orders, and twice the amount of valuable storage space.

When you compare a total cost of ownership, the two technologies cost about the same. But Direct Thermal is much simpler and much more efficient.

It's MORE EFFICIENT

You have lots of choices in thermal transfer ribbons: sizes, films, waxes, resins and more. Each printer will likely need a different ribbon. Direct Thermal inventory is far less complex.





With Direct Thermal label printing, the only thing you need to dispose of is the release liner. Thermal transfer produces liner waste too. But you also have spent ribbons to get rid of.

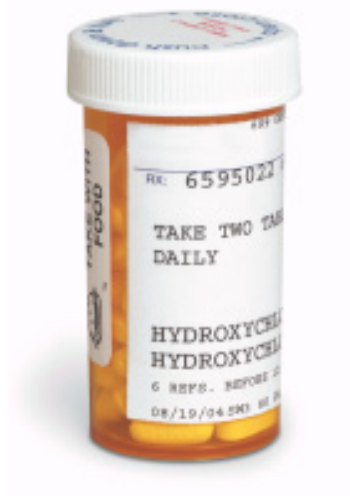
With thermal transfer, the printed information remains on the used portion of the ribbon. Every letter. Every number. So when you throw that ribbon away, you're also handing out data that could be used for fraudulent purposes.

Thermal transfer ribbons take all the information with them.



It

PROVIDES BETTER SECURITY



The Proof Is in the Application

*Hospitals and pharmacies are turning to Direct Thermal — not just for speed and convenience, but also because of patient privacy concerns. Global delivery firms and airlines **rely on** Direct Thermal labels to track millions of items daily.*



Lots of people have outdated ideas about Direct Thermal. However, in a straight comparison with thermal transfer, Direct Thermal is the clear winner. Is it worth it to you to switch?

Well... here's something you may not know — almost all thermal transfer label printers can also run Direct Thermal. Plus, it's a relatively simple process to switch and there's no need to buy new equipment.

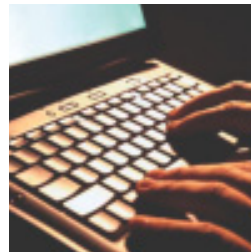
If you want to try Direct Thermal in your operation, you can probably do so for very little cost or effort. All you need is some Direct Thermal stock and a little bit of know-how.

It SWITCHES — EASILY

Switching to Direct Thermal can be as easy as:



1 *Removing transfer ribbon and stock, and then inserting Direct Thermal stock.*



2 *Changing the printer and/or software settings to Direct Thermal.*



3 *Printing labels.*

To find out more about switching to Direct Thermal, ask your label supplier or printer manufacturer. You can also call Appleton at 1-800-922-1729, or visit www.appletonideas.com/thermal

Direct Thermal. It's Better.



APPLETON

What Ideas Can Do™

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

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