

January, 2006

Abrasive Cleaning Leaders: State of the Art Technology...or Marketing Hype?

Abrasive cleaning cards do NOT insure that you are using a quality ribbon or cleaning the printer completely. A long term TTR maintenance program requires a few of the basics. Basics like choosing a quality ribbon from a quality company, having a trained operator, and proper cleaning of the entire printer will insure your printer is kept up to OEM specs.

At ITW Thermal Films, we believe in the fundamentals when it comes to providing the highest quality ribbons. We manufacture ribbons with industry benchmark ink formulations and back coats, so no added abrasive cleaning leaders are necessary.

We believe in Prevention rather than cure. ITW Thermal Films TTR formulations' provide trouble free operation and extends print head life. Here's how...

- High Sensitivity Inks: Allowing lower print head temperatures, extra sharp dense bar codes, and high speed printing.
- Anti-Static back coating: Eliminates static charges, reduces friction between ribbon and print head and extends life.
- Anti-Stick back coating: Eliminates ribbon sticking and breakage, enables continuous long run printing and high speed printing.

OEM printer manufacturers recommend the print head be cleaned after every ribbon. In reality, the typical end user will only clean the printer when there are signs of print deterioration. In addition, the OEM's recommend using a lint free NON ABRASIVE isopropyl alcohol wipe. For further references refer to:

- [Zebra™ Users Guide pg 34](#)
- [Datamax™ Operators Manual pg 69](#)
- [Sato™ Users Manual pg 11](#)

Therefore as a testimony to our position as well as the OEM's: WE DO NOT recommend abrasive cleaning methods. After extensive laboratory testing, we found that a premium quality back coat (which is part of our Printhead Saver® Program) is the most significant factor in reducing print head build up and essentially prolonging the life of the print head.

ITW Thermal Films provides consistency and quality without gimmicks. The compelling answer when considering a decision on TTR is...choose smart...choose ITW Thermal Films.