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ITW Thermal Films Redesigns Its North American Product Price List

TW Thermal Films continues to offer its customers *Performance Through Simplicity™* with its easy-to-use, redesigned North American product price list. Committed to providing its customers with quality products and services, the newly formatted price list is a value-added tool that is designed to let customers quickly locate the thermal transfer ribbon they need, for the printer they are using.

Other enhancements to the price list include:

- **Short and sweet** – the price list is **only 6** pages cover to cover - unlike the competition's complicated, lengthy price lists
- Includes all of ITW Thermal Films' **Same Day Ship items**
- Special quotes are located in the **front** where you need them most
- An intuitively logical layout, **by printer, by product**
- Robust product information, to guide the product selection process – **efficient and accurate**
- Internal and external company sales contact information **conveniently** located on the bottom of every page
- Professional design and graphics – **functional and attractive**
- Printed on **65# heavy gauge media** to handle the rigors of everyday use