

Performance Through Simplicity™

ITW Thermal Films Announces New Improved Packaging For Its Thermal Transfer Ribbon Product Shipments



It's a fact of life, during transportation all cartons, boxes, containers and packages, no matter what the shape or size, are subject to a certain amount of movement, vibration and pressure. In fact, these packages, in all likelihood, will be dropped, not once, but several times during transport before reaching their final destination. At ITW Thermal Films we recognize the importance of ensuring that your order arrives not only on time, but undamaged. So, although the packaging of goods might seem of little importance on the surface, in reality, it is a fundamental piece that needs to be considered in order to safeguard your product so that it arrives intact.

Packaging that Endures the Rigors of Shipping

More than 10 years ago, ITW Thermal Films was at the forefront of understanding the importance of a sturdy package, and developed a TTR box that could withstand the rigors of the shipping and distribution channels it passes through. This packaging investment was done at a cost that was 4-times higher than our competitors, but we made this investment because we foresaw the market moving away from large pallet shipments to individual drop shipments, and the need for a well-built box to get our material to its end destination - safe and sound.

We've Raised the Packaging Bar

While that box design served us and our customers well over the years, ITW Thermal Films is pleased to announce that once again, we've "raised the packaging bar," setting our standards even higher than before. We've reformulated our box design to deliver advanced durability and functionality - over both our previous box and our competitor's packaging. Fabricated to withstand even the toughest delivery circumstances, our new and improved package features the following enhancements:

- IMPROVED CRUSH RESISTANCE
- IMPROVED SUSTAINABILITY
- REDUCTION OF CARBON FOOTPRINT
- INCREASED FUNCTIONALITY FOR YOUR CUSTOMERS
- IMPROVED "FOOTPRINT" FOR STORAGE AND SHIPPING

Engineered To Provide Superior Packaging Performance

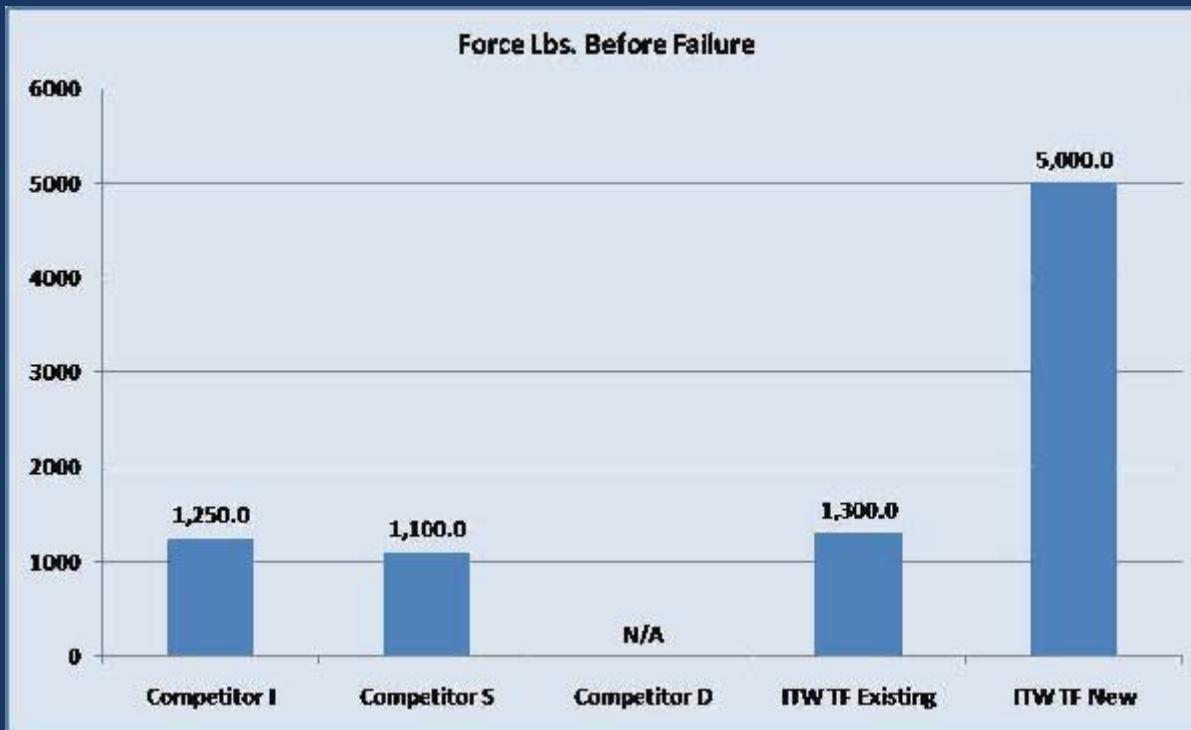
Good packaging should protect goods during transport from the point of origin, to the ultimate user in the most efficient and effective way possible. That's why at ITW Thermal Films our packaging materials are selected and engineered to provide superior packaging performance, so that when we ship our thermal transfer ribbons, they are delivered not only in a timely and efficient manner -- they arrive in one piece and ready to use. We know that if a box gets dented, smashed, crushed or becomes broken in transit, even the best product is reduced to nothing more than damaged goods, leaving you empty-handed, or even worse shutting down production.



We look forward to your comments and feedback on ITW Thermal Films new and improved packaging design. At ITW Thermal Films, we not only stand behind our packaging, we stand on it! *(This is not an altered photo.)*

Tested by an Independent 3rd Party

ITW Thermal Films new package design came out on top! We think the results speak for themselves (see the chart below).



Note: All testing was done by a 3rd party ASTM Certification test facility using UPS established test standards. Values represent lbs. per feet before box failure.

WHAT BOX DO YOU WANT YOUR COMPANY ASSOCIATED WITH?

For More Information Contact:

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For
More
Info

Please visit our website at: www.itwthermalfilms.com. ITW Thermal Films is a division of Illinois Tool Works Inc. (ITW), a Fortune 200 diversified manufacturing company with \$16.2 billion in revenues, consisting of approximately 825 business units in 52 countries. ITW has more than 90 years of history, and is traded on the New York Stock Exchange (NYSE: ITW). To learn more about ITW corporate - visit them online at: www.itw.com.