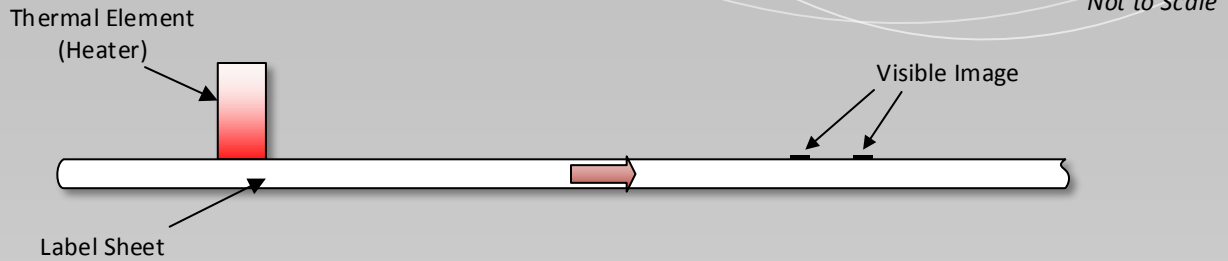


Direct Thermal vs. Thermal Transfer Labels

What's the difference?

Direct Thermal

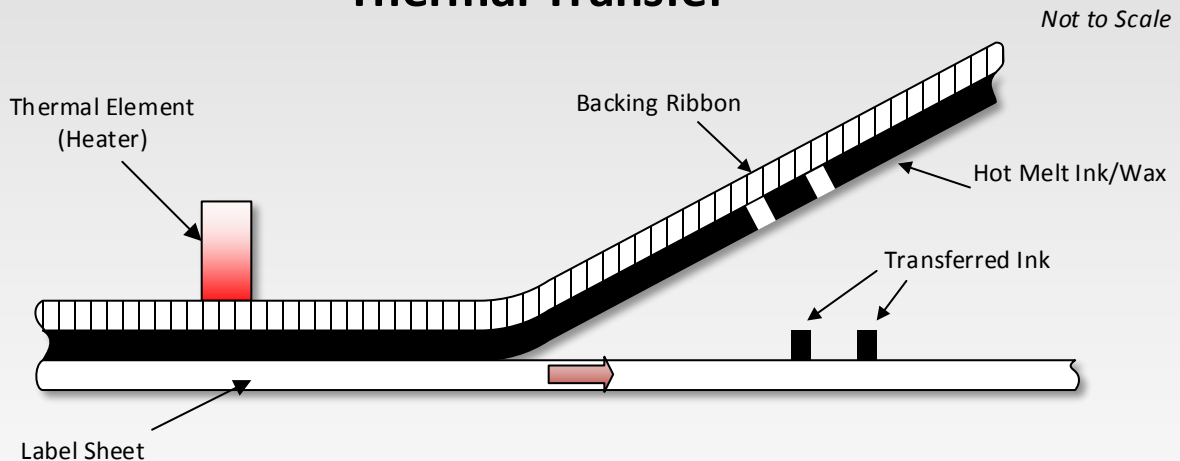


Direct Thermal Labels have heat applied *directly* to the label to create the pattern or image. The heat initiates a chemical reaction in the label which causes it to darken. The heater is in direct contact with the label.

Choose Direct Thermal if:

- label life is less than 12 months
- label will not be exposed to continuous sunlight
- label will not be exposed to harsh environmental conditions (i.e. dusty air, chemicals/abrasives in the air)
- label will not be exposed to high temperatures

Thermal Transfer



Thermal Transfer Labels require a ribbon when printing. Both the label and ribbon feed through the printer. The heat causes the ribbon to *transfer* the ink, or wax, onto the label. This option is usually slightly more expensive than Direct Thermal.

Choose Thermal Transfer if:

- label life expectancy is greater than 12 months
- you will be printing high density barcodes
- label could be exposed to continuous sunlight & elevated temperatures
- you need other colors besides black
- label could be exposed to chemicals or abrasives
- you want to print on different label types (i.e. papers, foils and films)