

● **Hassle Free Printhead Maintenance
and Unbeatable Print Quality**

Printer OEMs promote regular preventative maintenance as the best way to ensure consistent print quality. **Yet, few people bother with cleaning the printhead – their most expensive consumable!**

Now, there's Clean**Start**[™] Printhead Cleaner, an exclusive feature built right into our full line of thermal transfer ribbons that makes it easier than ever to maintain printheads and print quality with no additional supplies.

● **All it takes is 6 seconds**

The patent pending Clean**Start**[™] removes debris before it builds up on the printhead so that images are always clear, consistent and highly readable.

Simply pull Clean**Start**[™] through the locked printhead at the start of each ribbon maintaining sharp, black bar codes and text for your entire print run.

It's that simple!

● **Clean**Start**[™] makes
cleaning effortless!**

- Built right into your thermal transfer ribbons
- Mild cleanser - safe to use with every ribbon you load
- Fast and easy to use
- Maintains excellent print quality
- Prolongs printhead life
- Minimizes costly downtime



● **NEW!**
**NOW BUILT
INTO OUR FULL LINE OF
THERMAL TRANSFER RIBBONS**

CleanStart™ really works!

See the difference after only 1 million inches

What happens when you don't clean your printhead? We designed an extreme test to find out. We started printing with a new printhead and a heavy-duty format. We cleaned HALF of the printhead with CleanStart™ every time a new ribbon was loaded and left the other HALF uncleaned. The results after 1 million linear inches were dramatic.

TEST PLAN

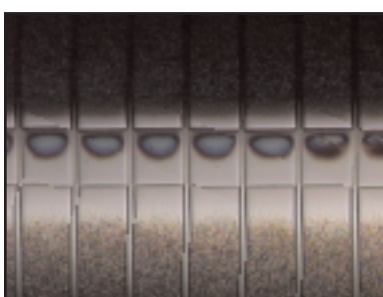
- Ribbons:** Various wax and wax/resin ribbons
- Stock:** Fasson TT1C
- Printer:** Zebra 140xill
- Printhead:** New, cleaned half with CleanStart™, no cleaning on the other half
- Print Speed:** 10 ips
- Length of printing:** 1,000,000 linear inches

Full Performance Test Report is available online at www.ThermalTransferRibbons.com which includes comparisons to traditional cleaning methods and shows CleanStart™ is safe to use regularly.

Take a look at these magnified printhead images:

DIRTY PRINTHEAD

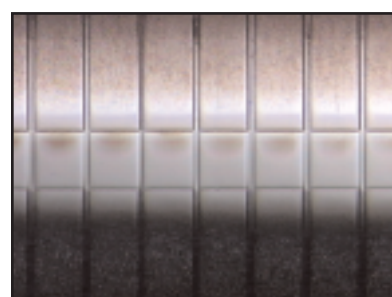
Buildup = poor print quality



Over time, debris hardens and bakes on the printhead elements, blocking heat, compromising print quality and reducing head life.

CleanStart™ PRINTHEAD

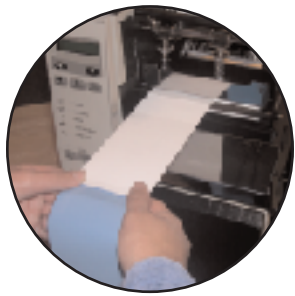
No residue = sharp, black images



Clean printhead elements require less heat to transfer images, and deliver consistent print quality.



Maintain Print Quality up to 3X Longer with CleanStart™



Head to head testing confirms you maintain acceptable print quality 3 times longer when you clean your printhead with CleanStart™ each time a new ribbon is loaded compared to not cleaning at all.

When you use CleanStart™, you'll avoid excessive downtime and disruption that result from premature printhead failures. And, you'll reduce your annual cost for printhead replacements.

Save your printhead and print quality. Use the built-in CleanStart™ every time you load a new ribbon.

For the complete CleanStart™ Performance Test Report and demo, visit www.ThermalTransferRibbons.com