



Labels + Ribbons

## SATO Consumables - make an impact!

SATO Consumables always make an impact. The right combination of media, carbon ribbon and SATO printer, will provide you with clear, precise images which can be scanned again and again.

- ✓ *High Quality*
- ✓ *SATO Approved*
- ✓ *Quick Delivery*
- ✓ *Promote printer performance*
- ✓ *Pre-printed Service*
- ✓ *Custom Made Service*

**Maximum performance** - SATO consumables are continuously tested to ensure maximum print performance from your SATO printer. This means less wear and tear on your printer, promoting the longevity of the print head and reducing maintenance costs.

**Carbon Ribbons** - SATO offer a wide range of carbon ribbons, which are continuously tested for maximum performance. Wax, wax/resin and resin coated ribbons are available in a variety of colours.

**Stock Labels** - SATO approved labels, both direct thermal and thermal transfer, are available in a range of sizes and materials and can be delivered to your door in 48 hours.

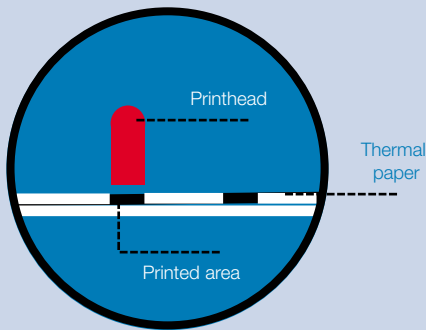
**Custom-made** - Special sizes, adhesives and face materials are part of the SATO service.

**Pre-printed labels** - Order labels with your company logo, product descriptions, use and warning information, corporate messages and more!

## Ribbons



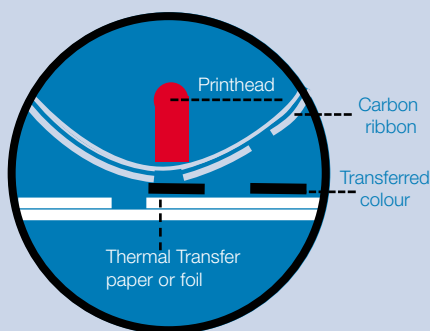
## Labels



### Direct Thermal

Direct Thermal printing technology is ideally suited to applications where the life span of the label is short to medium-term. The image is formed under the coated surface making the label suitable for abrasive and tough environments. It results in high quality label printing and can be more cost-effective than thermal transfer printing as no carbon ribbon is required.

Labels are coated with a special chemical, which reacts when heated. When the printhead heats the surface, an image is formed on the label.



### Thermal Transfer

Thermal transfer label printing results in high quality labels that can survive under a wide range of environments, including extremely harsh environments. Thermal transfer label printing is also flexible in terms of colour, with a wide range of different colour carbon ribbons available for special applications.

The image is created on the label when the heat generated by the printhead transfers the ink from the thermal transfer ribbon to the face of the label.