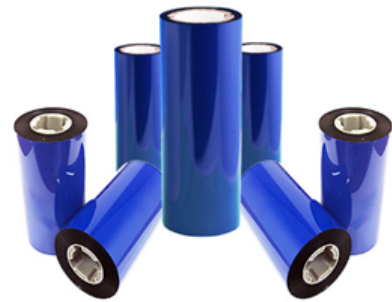




Choosing the Ideal Ribbon Type for Your Application

Determining the best [thermal transfer](#) ribbon for your application can be a challenge, as there are many variables to consider. Luckily the McCourt team has the tools and expertise needed to make your thermal transfer printing a success.

There are 3 main ribbon composition types: wax, wax/resin, and resin. Each type has its own set of characteristics that must be examined before choosing the ribbon to best suit your needs.



Wax:

- All-purpose ribbons that deliver the image quality and durability that is needed for most applications
- Cost effective
- Well-suited to print on coated/uncoated paper tags and labels and low-end synthetics
- Static-resistant
- Comes in black, red, green and blue ink
- Applications include: inventory, logistics, product ID, pharmaceutical, retail, RFID, parts packaging

Wax/Resin:

- Excellent results across a wide array of media like: top-coated vinyl, polyethylene, gloss paper
- Comes in all-purpose and durable formulations
- Good choice for demanding applications, chemical and smear-resistant formulations available
- Static-resistant
- Applications include: automotive, healthcare, product ID, shipping, shelf labeling, outdoor

Resin:

- Excellent print quality at high speeds
- Extreme durability: chemical, scratch, solvent, steam, and smudge-resistant
- Static-resistant
- Formulations made to withstand extreme temperatures up to 428 degrees (F)
- Comes in black, white, red, blue, green, and matte silver
- Applications include: fabrics and textiles, films, chemical drums, asset tracking, electronics, medical devices, outdoor, polyester, hazard labels, indirect food contact



*Solutions
That Stick!*

May 2018



Label It with Laser Sheets

McCourt's laser sheet experts can help you find the ideal labels for your application. With our wide variety of configurations, adhesives, and facestocks, we can help you in creating the optimal combination. Benefits of our laser sheets include:

- 36 standard configurations for blank or imprinted labels, along with custom configurations, available
- Sheets are available in quantities of 100, 250, 500, or 1,000
- Permanent, removable, freezer grade and custom adhesives available
- Imprinting can be done in up to 6 colors
- Sheets are available in 8 standard color choices
- Free typesetting for up to 6 lines of text



Potential applications include: manufacturing, hospital, retail, distribution, food and beverage and many more

Barcode Color Combinations

Not only is it important to test your label on the substrate it will be applied to, it is also very important to test your barcode label with several types of scanners before it hits store shelves. In order for a barcode to be adequately recognized by a scanner, there must be sufficient contrast between the barcode and the background. The need for sharp contrast between the barcode and the background means that certain color combinations will not work.



[Click here](#) to see a list of acceptable and unacceptable barcode color combinations. For further questions, or for samples of our barcode labels, contact the label experts at McCourt.