

McCourt LABEL

Solutions That Stick!

PRODUCTS MARKETS CAPABILITIES ABOUT CONTACT



Thermal Transfer vs. Direct Thermal

Which type of [thermal label](#) would be a better fit for your application: thermal transfer or direct thermal? Both types have individual benefits based on their use. The main difference between the two is that thermal transfer printing uses a thermal ribbon while direct thermal does not. However, the differences do not end there. Below is a comparison that will help you choose the optimal type for your next labeling project.



Use thermal transfer when:

- The label life will be greater than one year.
- The label could be exposed to sunlight.
- The label could be exposed to high temperatures.
- The label could be subjected to harsh environments like chemicals or abrasives.
- You will be printing high-density barcodes or high-quality images.
- You plan to print on a variety of facestocks, such as papers, films and foils, or want to print on thermal printable overlams and varnishes.
- You want to print in colors other than black.
- Optimal applications: shipping/distribution, product ID, asset tracking, cold storage/freezer, weather- and waterproof outdoor applications

Use direct thermal when:

- The label life will be less than one year.
- The label will not be exposed to harsh environments, sunlight or high temperatures.
- You do not want to deal with the extra time needed for the changing and adjustment of thermal ribbons.
- You do not want the extra cost and inventory of thermal ribbon purchasing and storage.
- Optimal applications: shipping labels, freight packaging, inventory, receipts, coupons, and other short-term labeling needs

[Contact](#) our thermal printing experts for more information on which type is best for your labeling application



Choosing Optimal Ribbon Type

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° (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

Source: DNP



Did You Know McCourt Offers Inventory Management Services?

Learning to navigate through the current state of affairs can be very challenging for many businesses. Controlling supply inventories can be a challenging proposition with the uncertain environment we are dealing with. Do you find that you are running out of labels or overstocking, causing excess inventory carrying cost? Is labeling inventory management adding to your stress level? McCourt can help! Contact our label experts for a consultation to review label usage. We can help you manage inventory and control supply without the worry of running out of labels. We offer fulfillment, automated reorder reminders, and can assist in selecting the most economical order volumes.

Contact our labeling experts for more information!

