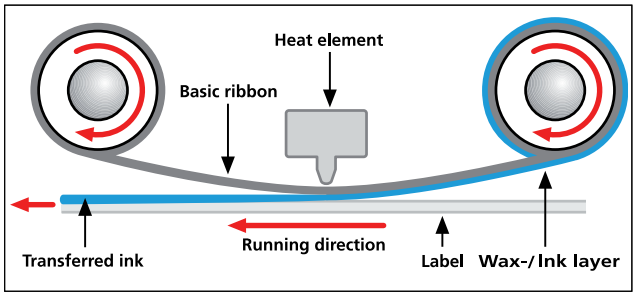
## Interesting facts about thermal transfer printing

Thermal transfer printing plays a central role, especially in the field of printing variable data, single-proofs and even for small series. This is largely due to the fact that thermal transfer printing is a non-impact printing (NIP) process. Unlike traditional printing processes, such as offset-printing, a NIP printing process does not require a fixed printing block and can therefore print out different data with consistent quality from print to print.

Due to the increasing spread and importance of one and two-dimensional barcodes in goods inventory systems, logistics and in the field of component identification, the market potential of thermal transfer printing is growing all the time. The same is also true of incremental serial numbers, inventory designations, entrance tickets, rating plates, wine labels and many more.

Good print quality, high print speeds and the option of printing almost all backing materials permanently – these are the critical advantages of thermal transfer printing. It's good readability, resistance and abrasion resistance allow thermal transfer printing to be put to use in applications where the print results from laser, inkjet or dot matrix printers are not satisfactory.




*Heated dots strike a special colour ribbon, the thermal transfer film, which transfers liquefied colour ink at exactly that point onto the backing material (labels, tubes, rating plates). Our modern printers use what is known as "thin film technology", in which the very brief liquid phase of the ink produces faster print speeds and better and more precise images than with the "thick film technology" formerly used.*

Moreover, the linear orientation of the labels or of the heatshrink tubing makes it possible to print on demand. The printing is then carried out as required. This is especially useful in the production of rating plates in series production.

In thermal transfer printing, the print image is defined by the three components: printer, label material and thermal transfer film (colour ribbon).

**The advantages at a glance:**

- High print quality with a resolution of 8-12 dots/mm (12 dots/mm corresponds to approx. 300 dpi)
- Barcode printing in excellent quality, hence good optical readability
- High print speeds of between 30mm/sec and 150mm/sec
- Individual graphics capability
- Problem free and rapid realisation of self designed drafts
- Quiet and service friendly printers
- Prints are UV fast and permanent with high definition and contrast and good resistance to mechanical and chemical influences.