



Success Story

IMP Ribbons - A Perfect Drop-In For Honeywell Ribbons

SITUATION

An industry leading distributor of Honeywell ribbons was experiencing availability and delivery issues with one of their best sellers. This was a concern exacerbated by the rumors surrounding Honeywell leaving the label and ribbon consumables business. The large customer was satisfied with the quality of ThermaMAX2000 ribbons and were hesitant in the past to consider an alternative ribbon formulation. The distributor needed to find a secure, reliable solution that would satisfy the customer's needs and meet their budget.

SOLUTION

To ease the stress involved with implementing a ribbon change, IMP provided samples of the Z200 Wax/Resin ribbon for the end user to test on the multiple materials used in their production facility. These samples were drop-shipped directly to the user in the distributor's name. In addition to the samples, product data sheets, specifications, and ordering information were included to ensure that the end user had all of the necessary information to make a smooth and risk-free transition.

RESULTS

The customer was thrilled. The ribbon "dropped-in" without any adjustments required. The print quality was identical to the Honeywell ribbon and the durability of the image met the customers' requirements. The ribbons were shipped to the customer labeled with the distributor's logo, part number, and contact information. An added bonus was that the distributor was able to offer the customer a lower cost solution while increasing their gross margin.

This was truly a win-win-win situation.



INTERNATIONAL
MEDIA PRODUCTS
Your TTR Experts

Established in 2013, IMP is headquartered in Atlanta, Georgia with a western distribution center in Los Angeles. IMP is the world's only vertically integrated manufacturer of thermal transfer and hot stamp ribbons – extruding our own PET base film and coating ribbons. This unique capability allows us to offer the best ribbon price/performance value in today's market.