Total Cost of Ownership (TCO)



Thermal Transfer Ribbons – Lower Total Cost of Ownership (TCO)

As the world's only vertically integrated producer of PET film and ribbon (PET film makes up over 50% of product cost) IMP provides the best price/performance value in the market.

Have you ever considered the cost of owning a vehicle, the TOTAL COST? It's more than the car payment. It's fuel, insurance, planned & unplanned maintenance, inspection and registration fees. The same goes for thermal transfer ribbons, it's more than the price of the ribbon.

IMP's thermal transfer ribbons can help reduce hidden costs. They:

- Operate at lower printhead temperatures, reducing the wear and tear on thermal printheads – decreasing the number of replacement thermal printheads needed.
- Are compatible with a wide range of substrates, meaning one formulation will work in multiple applications.
- Are manufactured entirely in house we are vertically integrated meaning we are not subject to film supply issues. Being vertically integrated also gives us the ability to produce custom ribbons (length, width or formulation) more quickly than the competition, and with lower minimum order requirements.
- Offer some of the fastest print speeds in the industry resulting in increased productivity/reduced label costs.
- Ship from warehouses strategically located throughout North America, ensuring the **lowest freight cost** to the final destination.



IMP Thermal Transfer Ribbons Reduce TCO

IMP strives to lower the TCO for all of our thermal transfer ribbons. Beyond price, we:

Innovate

- Work with industry partners such as Flexcon, to optimize our ribbon formulation to
 work with newer, lower cost topcoats on label stocks so that one ribbon can be used
 with a variety of substrates and work to reduce the user's cost of ownership.
- Offer thermal transfer ribbons, such as the <u>7300</u> Resin Ribbon, which work with substrates ranging from paper to polyester reducing the number of ribbon formulations you need for your diverse applications.
- We have developed several formulations utilizing thinner PET base film, resulting in the ribbon's ability to print at higher speeds, require less printhead energy, and can be produced with longer lengths, which increases printer productivity, while minimizing equipment downtime.

Benchmark

 IMP conducted a ribbon <u>benchmarking comparison</u> for Z107plus versus a competitive formula. Testing was conducted using the SATO S84-ex print engine. <u>Z107plus</u> outperformed the competition in every category – speed, darkness and of course cost.

Partner - NOT Supplier

IMP is your partner for innovative thermal transfer ribbons that reduce the Total Cost of Ownership of Thermal Transfer Printing.

<u>Reach out to us</u> or contact your IMP representative today for pricing, <u>free ribbon samples</u>, or just to strategize on ways we can help you expand your ribbon and label sales.



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.