



PrintekMobile Advanced Label Media

Comparison of Characteristics and Applications

Besides standard direct thermal label media in paper and synthetic grades, PrintekMobile offers two advanced label media products, which have enhanced performance characteristics.

Fusion label media is a unique product, which allows our MtP-series direct thermal printers to produce thermal transfer labels. This Self Contained Thermal Transfer Label (SCTTL) can be made with either paper substrate or synthetic substrate, and in self-adhesive or hangtag form. As in traditional thermal transfer technology, the actual printed image is made by transferring material from a thermally-activated ribbon to a receptive media surface. With Fusion, however, the ribbon is actually “fused” to the printable media and contained on the same roll, eliminating the need for a separate ribbon roll. The small individual ribbon component of the label is simply removed and discarded immediately after the print job. The result is the ultra-readable, super tough image of traditional thermal transfer combined with the convenience of direct thermal. The synthetic Fusion media then are labels, which are virtually indestructible and readable forever!

UV-coated labels are made with a proprietary process, which give them some unique and exciting properties. They are paper label media, which provide an excellent balance between cost and quality. The special UV-coating provides a barrier to the harmful sunlight elements, which normally fade a direct thermal printed image, and also imparts a weather-resistant seal to the paper. Therefore, besides having good image contrast and excellent scratch-resistance, the printed image and the label substrate are long-lasting in outdoor environments.

Applications for both of these advanced label media tend to be similar, and include warehouse labeling, lumber or nursery yard tagging, manufacturing floor processes, automobile inventory and AIAG apps, pallet tags, and virtually anywhere a user is trying to transform a desktop process to a productivity-enhancing mobile process in challenging environmental conditions.

The table below provides a relative comparison among the various media available:

	Relative Image Contrast	Relative Image Durability	Expected Image Duration*	Relative Cost
Standard Direct Thermal	FAIR	FAIR	< 1 month	LOW
Direct Thermal with UV coating	GOOD	EXCELLENT	3 to 6 months	MODERATE
FUSION (SCTTL)	BEST	GOOD	6 months +	HIGHEST

* *Time from label print till it becomes illegible in a typical outdoor environment*