

Artcraft Introduces Sony Signature™ Series Thermal Transfer Ribbon

Sony, the most trusted name in the electronic imaging industry and one of the most recognized brand names in the world, is proud to announce its new line of branded products. The Signature™ Series offers thermal transfer ribbon products that meet the requirements of almost any application.

Consistent, reliable thermal transfer ribbon performance doesn't happen by accident. It's the result of an uncompromising commitment to quality and state-of-the-art technology - the same technology that's used in the development of high-performance recording tapes. And no one knows more about that than Sony.

Thermal transfer ribbons are not a new business for Sony - they've been supplying high-performance products for years. And now you can help eliminate your risk of ribbon failure with high-quality Sony ribbons. Don't be fooled by imitations - look for the Signature™ name on the familiar blue leader tape.

Signature™ Series products meet the requirements of applications in a wide range of industries, from automotive and healthcare to electronics and chemical. They offer enhanced durability and readability even in environments that were traditionally considered too harsh for thermal transfer printing.

Signature™ Wax is a reliable, cost-effective solution for a wide range of applications. It prints at high speeds and delivers crisp, durable images on a variety of substrates. It is versatile enough to print on papers as well as low-end synthetics.

Signature™ Wax/Resin prints on paper and low-end synthetic tags and labels, providing durable, smudge-resistant images that lead the industry. In addition, Sony's proprietary technology dissipates static, resulting in hassle-free, low-maintenance thermal transfer solutions.

Signature™ Resin, our premium product, delivers durable, scratch-resistant performance in your most demanding applications. It can withstand extreme heat and UV exposure.

The new Signature™ Series will ensure that what you see is what you'll get - the consistent, high-quality product performance you've come to expect when you see the Sony name.