

# Wavecom Bar Code Printer Labels & Ribbon

## Wavecom Bar Code Tag Labels



Wavecom thermal transfer gloss labels give you a quality and resilient gloss finish with the ability to print clear and precise barcodes. The result is fast scanning without issues.

This is due to the formulation of the stock material as chosen by Wavecom, and in the case of Coloured labels ( mandatory on some sites), a new and innovative 'clean barcode field' as developed by Wavecom Instruments.

In the past it has always been a problem for even the world's finest scanners to read off any label that was not white or washed out colour.

This Wavecom innovation, combined with smart printing technology allows an operator to use rich, coloured labels whilst maintaining an effective clean white code section that scanners read with ease.

Thermal transfer gloss labels are the perfect solution for when Bar Code accuracy, Image quality and label preservation is required. These labels are manufactured to the highest standards and use only the best compounds and highly durable materials. This adds up to longevity and survivability in various unfriendly environments.

Adhesion is also paramount for Bar Code labels. With constant research, Wavecom strives to provide only the best available.

*.Remember: Only good quality Thermal Transfer technology will provide the service life needed for harsh Australian conditions when on the spot printing, unique bar coding & descriptions are required .*

## Wavecom Thermal Printer Ribbons

Full Resin ribbons supplied by Wavecom will ensure very high bonding properties when printing on our matched, synthetic label materials. This series ribbon has been specifically chosen to produce excellent resistance to scratches and abrasions.

*NOTE: Printer manufacturers warn about the problems of using incompatible Ribbon and Media combinations*



## Wavecom Clear Laminate Overlay

This clear layer film protects the tag underneath from excessive abrasion and also physically strengthens the tag. These properties provide additional mechanical strength and durability to all test tags.

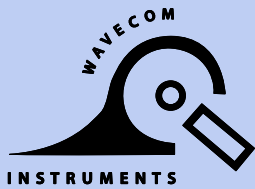
Key points are:

- ◆ Help protect the test tag from abrasion and scuffing.
- ◆ Assist in reducing the effects of UV sunlight (fading) on some of the higher quality direct thermal printed test tags. (Cheap tags = fast fade or grey out regardless.)
- ◆ Added rigidity to the tag, also making the physical application of the tag to the appliance lead easier.
- ◆ \*Added benefit to users of the Wavecom tag printing Units is to print test tags as per normal. Before the tag is removed from the backing paper, or still attached to the printer, the clear laminate is placed over the printed tag.

This combination is then removed from the backing paper and applied to the appliance as per normal. Alternatively, the clear overlay may be used in certain situations as a 'Wrap'.

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# Wavecom Thermal Printer

## Thermal Printers: Direct Thermal mode (TD prefix) VS. Thermal Transfer mode Printing (TT prefix)

There are a variety of **thermal printers** that support either direct thermal printing only, or thermal transfer printing capabilities.

The difference between thermal transfer and direct thermal technology is important to understand in order to achieve the right results in your application.

To help select the correct print technologies for your application consider the following:

- Will your labels have a shelf-life of over 1 year?
- Will you be printing high density bar codes?
- Will the labels be subjected to heat or sunlight?
- Will the labels be subject to chemicals or other forms of abrasives?
- Will you be printing on a variety of different label types such as papers, films and foils?
- Will you ever need to print labels with Logos or Images?

If you answer "yes" to any of the above questions you should strongly consider using a **thermal transfer label printer** rather than a **direct thermal printer**.



### Thermal Printers: Direct Thermal—TD

TD type printers require the use of heat activated labels and do not require a ribbon. While somewhat durable, direct thermal labels are prone to darkening over time due to age or exposure to extreme light or heat. Direct thermal printing is popular in applications such as mailing, small parcel delivery, retail and the food industries where most items are stored away from heat and sunlight, and the expected life of the label is less than 1 year. The primary benefit is an overall lower cost since ribbon is not required, and may be easier to operate.

### Thermal Printers: Thermal Transfer—TT

TT types. The Thermal Transfer printing process requires a printer that works with a thermal transfer ribbon and a label of the correct media.

Thermal transfer printing requires the use of a carbon (or similar) based ribbon which is chemically transferred onto a label's substrate when high heat is applied, hence the name "thermal transfer."

The Wavecom TT series is designed to print many hundreds of labels per day, and "industrial" thermal transfer printers are capable of printing many thousands of labels per day. Wavecom thermal transfer printers use high quality thermal technology for sharp, long lasting Bar Codes & Images.

Thermal transfer ribbons can be many different formulas.

Important to note, **The proper selection and match of label stock and ribbon is critical to the overall quality and performance of the printed label.**

The print quality should be crisp and durable which makes thermal transfer printing an excellent choice for printing high density bar-codes and labels that require longevity. Another benefit is that thermal transfer printers can print on film, and even foil substrates with the right combination.

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