

# Three Sony's ~~Two~~-Million-Linear-Inch Guarantee

As you are aware, Sony has offered a Two-Million-Linear-Inch Guarantee on TR4085plus™ for some time now. We now have raised the bar and are increasing our guarantee to **Three-Million-Linear-Inches!** We are so confident in the performance of our TR4085plus™, combined with our exclusive Smoothcoat™ backcoat, that we now guarantee any thermal transfer printhead can run up to Three-Million-Linear-Inches of Sony TR4085plus™ thermal transfer ribbon without suffering any damage caused by the ribbon. This is three times as long as the industry standard!

For this guarantee to be valid, all you need to do is follow the OEM's recommended maintenance schedule, use manufacturer-approved media, and comply with manufacturer-specified operating conditions.

If a printhead becomes damaged by our ribbon, we'll replace it at no cost to you.

## How can Sony offer a Three-Million-Linear-Inch Guarantee?

Sony's Smoothcoat™ backcoat technology provides ultimate printhead protection and debris prevention built into every roll of thermal transfer ribbon.

Sony's SmoothCoat™ has proven successful in customer printers and in laboratory testing for over five years with a 0% claim rate.

Because Sony is so confident in the performance of SmoothCoat™ technology, we now offer a Three-Million-Linear-Inch Guarantee on Sony's TR4085plus™.

## How does SmoothCoat™ Improve your thermal transfer printing?

- Prolongs your printhead life by preventing printhead wear and reducing debris build-up
- Reduces friction during printing
- Provides a protective barrier to the printhead

## Why does Sony focus on backcoat technology rather than built-in cleaning leader technology?

One thermal transfer ribbon manufacturer believes that a built in printhead cleaning leader is necessary on thermal transfer ribbons to accomplish printhead protection and debris removal.

Sony disagrees because we believe a built-in cleaning leader, which is considered a "mild abrasive", can actually accelerate printhead wear. For this very reason, Sony chooses to focus on providing the very best backcoat available.

TR4085plus™ . . . No gimmicks . . . No hassles . . . No operator effort . . . The ribbon that does all the work . . . Now with a Three-Million-Linear-Inch printhead guarantee!



# SONY

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