

December, 2006 - ITWTF Americas

ITW THERMAL FILMS TECHNICAL EXPERTISE RAINS ACCOLADES FROM CUSTOMERS

“This is excellent customer service! These are the kind of vendors I like to do business with! Thank you so much.”

Comment from Channel Partner

The following article is an example of the added value that we bring to you as a ribbon manufacturer.

Our customer's end-user plays major roles in the OTC Pharmaceuticals Industry where downtime is not an option. The end-user was experiencing an intermittent ribbon breaking problem on multiple printers' models. ITW Thermal Films was asked, by our customer, to visit the end-user and determine the root cause of the problem. After a quick assessment, we determined an incorrect printer setup was causing the printers to run at excessive print temperatures. The excessive temperature was causing the ribbon to break during operation. After adjusting the print settings to OEM recommended levels, we were able to reduce the print temperature by greater than 50% on each printer (ITWTF ribbons typically run at a lower temperature than most competitive offerings). The proactive response resulted in excellent print quality, eliminated the breaking problem, downtime, and unnecessary wear and tear on the production equipment. In order to prevent reoccurrence, we trained the end-user personnel on standard maintenance procedures and explained why they experienced the original problem. The operator's were thrilled and our customer was thankful.

We openly offer this type of technical service to all of our customers. So, if complaints arise and you don't know where to turn, call the **“Ribbon Doctors™”** at ITW Thermal Films.

We wish you a safe and happy holiday season.