

# Clean Start®

## A REVOLUTIONARY PRINTHEAD CLEANER built right into your bar code ribbon.

### A clean printhead prevents costly problems.

Did you know that your thermal transfer printer OEM recommends regular preventative maintenance as a way to protect against premature printhead failure and poor print quality? Unfortunately, less than 20% of printer owners actually follow this advice — even though the printhead is their most expensive consumable and causes the most print-related problems.

### Clean Start® makes printhead maintenance hassle-free.

Clean Start® is an innovative, patented printhead cleaner that's built right into the ribbon. It removes debris before it builds up on the printhead. All it takes is 6 seconds and 2 easy steps.



Step 1. Lock Printhead



Step 2. Pull CleanStart

Simply pull it through the locked printhead at the start of each new ribbon. The result is consistently sharp bar code and text print quality throughout your entire label run.

### Avoid downtime and save money too.

When you use Clean Start, you can also avoid unnecessary downtime and disruptions caused by premature printhead failures. The result is less money spent replacing costly printheads.



### Why Clean Start®? To start, it's FREE.

- The Clean Start feature is available at no extra cost
- Built right into your thermal transfer ribbons
- Fast and easy to use
- Safe to use with every ribbon
- Optimizes print quality throughout your print run
- Prolongs printhead life
- Minimizes costly downtime



See the benefits for yourself.

## Testing proves the advantages of Clean Start® ribbons.

What happens when you don't clean your printhead? We conducted an extreme test to find out. We printed a typical, heavy-use application utilizing a new printhead. We cleaned half of the printhead with Clean Start every time a new ribbon was loaded, and left the other half uncleaned. The results after only one million linear inches were dramatic. Take a look at the actual results.

### DIRTY PRINTHEAD

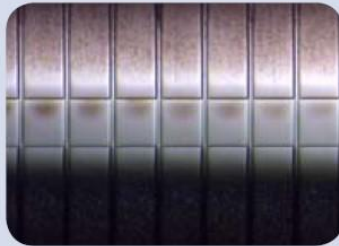


Over time, debris hardens and actually bakes onto the printhead elements. This blocks heat transfer which compromises print quality and head life.



Notice how the test label print quality has degraded over time.

### CLEAN START PRINTHEAD



Clean printhead elements require less heat to transfer images and ensure consistent print quality.



Test label image quality remained crisp throughout the print run.

### What are customers saying about Clean Start ribbons:

“Clean Start is a time saving way for me to keep my printheads clean without having to use a solution-based cleaning system.”  
— Large consumer products manufacturer

“In the past, I've had to buy up to 16 new printheads every year. With Clean Start ribbons, this year I have bought only 2.”  
— International personal care manufacturer