

RICOH DIRECT THERMAL TICKET & TAG APPLICATION

INDUSTRY LEADERS IN THERMAL IMAGE SOLUTIONS



Product Benefits

Airline baggage tags, entertainment tickets, and retail signage must convey information clearly and preserve image integrity even when faced with harsh environmental conditions. Ricoh's direct thermal products produce baggage tags and tickets with optimal scannability, tear and water resistance.



Industry Applications

- Airline Baggage Tags
- Entertainment Tickets
- Automated Tickets
- Retail Signage

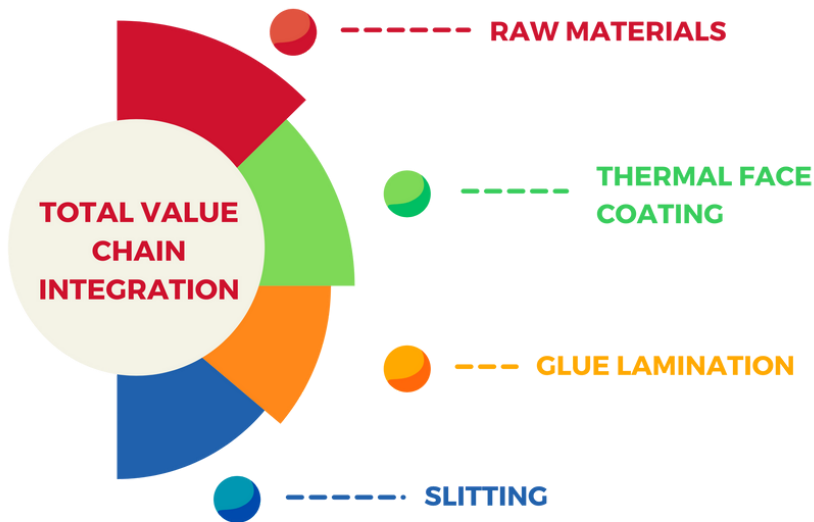


Suitability Specifics

Ricoh's ticket and tag application options provide custom solutions for specific business needs. For example, 140LES for airline baggage tags is durable enough to withstand tearing attempts and water while maintaining crisp, clear, and scannable images. This ensures airline baggage tags do not contribute to lost baggage or increased operation costs, enabling smooth transfers for travelers.

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- Paper, film, and chemicals are sourced from raw material manufacturers
- Unlike our competitors, face coating is developed by our R&D team and manufactured on-site at Ricoh facilities
- DT face, adhesive, and liner undergo glue lamination process on-site, monitored for optimal quality control
- The master roll slitting process allows us to provide usable finished rolls for commercial printing companies, delivering end-to-end labeling solutions

Total Value Chain Integration

At Ricoh Electronics Inc., our in-house R&D team innovates custom solutions designed around the unique needs of our customers. Our *Total Value Chain Integration* sets us apart from competitors. From raw materials to finished rolls, we take pride in complete ownership of the manufacturing process, allowing for rigorous end-to-end quality control.

Direct Thermal - How It Prints

Direct Thermal printing produces an image by selectively heating thermal paper as it passes over the thermal print head. Specialized coating on the thermal paper turns black where heat has been applied, creating a high-quality and smudge-resistant image. Direct Thermal printing is ideal for fast-paced, on-demand use.

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Direct Thermal Product Solutions

Grade	Product	Performance Characteristics	Caliper
Film Base	<u>140LES</u>	<ul style="list-style-type: none"> • High image sensitivity and preservation properties • Durable polypropylene direct thermal base film • Highly tear and water resistant • Ideal for multiple applications 	4.1 mil (105µm)
Film Base	<u>140LDS</u>	<ul style="list-style-type: none"> • High image sensitivity and preservation properties • Durable polypropylene direct thermal base film • Highly tear and water resistant • Ideal for multiple applications 	2.6 mil (65µm)
Film Base	<u>135WRx-60</u>	<ul style="list-style-type: none"> • Medium sensitivity and image preservation properties • Durable polypropylene direct thermal base film • Resistant to medical solutions, tearing, and water • Ideal for multiple applications 	2.6 mil (65µm)
Paper Base	<u>140TLE</u>	<ul style="list-style-type: none"> • High sensitivity and high image resolution • Smooth surface for improved thermal print head life • Strong image preservation • Specifically designed for tag and ticket applications 	5.2 mil (132µm)

Ricoh's labeling products lead the industry in quality and reliability. Contact your Ricoh sales representative to discuss custom solutions for your unique business needs. Scan the QR code to learn more about Ticket & Tag products.

