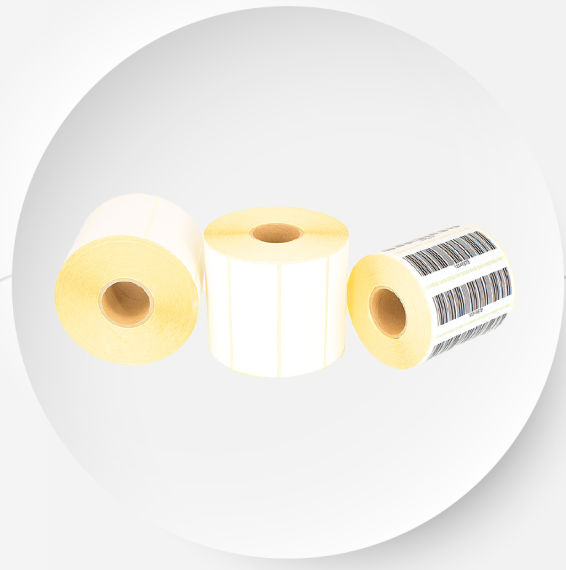


DIRECT THERMAL



HOW DOES IT WORK

A heated printhead prints on paper like a heat stamp in the desired design.

ADDITIONAL COMPONENTS

None

ORDERING SPECIFICS

Must use a specific type of paper - direct thermal paper

PRICING

Cheaper (no ribbon needed)

LONGEVITY

Printed image naturally degrades over time, especially when subjected to heat, sunlight, or abrasion.

USED IN RFID PRINTING

Not common - however, **custom & select RFID labels available**

USED IN BARCODE PRINTING

Yes - for short term barcodes

ADVANTAGE

Cheaper

DISADVANTAGE

Shorter lifespan

SUSTAINABILITY

More sustainable because it eliminates the need for ribbon - reducing a company's carbon footprint.

COMMON APPLICATIONS

Short-term identification: receipts, shipping labels, name tags

LABEL EXAMPLES

Zebra 2" x 1" Z-Perform 2000D, Honeywell 2" x 1" Duratherm S Direct Label, SATO 4" x 2" 100P Label

PRINTER EXAMPLES

Zebra ZT411



Zebra ZQ521R



Honeywell RP2E



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THERMAL TRANSFER



A heated printhead prints on a ribbon that melts to the paper in the desired design.

Yes - ribbon

Less restrictive with materials

Slightly more expensive because ribbon is needed

Longer lifespan vs direct thermal, especially when using a resin blend ribbon.

Yes

Yes - for long term barcodes

Longer lifespan

More expensive

Slightly less sustainable because ribbon is required.

Long-term identification: RFID labels, inventory identification

Zebra 4" x 2" Z-Select 4000T, Vulcan RFID™ 4" x 2" RFID Label, Confidex Cross-wave Classic™ 4" x 6" RFID Label

SATO CL4NX Plus



Zebra ZD621R



SATO CT4-LX



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