



## Look After Your Investments!

ONLY the Toshiba branded ribbons are approved for use in Toshiba printers.

### Specialist Ribbons

Toshiba approved ribbon products are not available under any other branded name.

### The Real Thing

GENUINE Toshiba branded ribbons are easily identified by the red Toshiba logo on the leader.

## Long Term Printer Damage

The choice of cheaper ribbon alternatives may be attractive but could prove very costly in the long term.

## Check for Toshiba

If it does not have a 'Toshiba' leader it is not an approved product.



## Worried?

Contact Toshiba or your authorised dealer to find out more about the importance of using the correct ribbon for your printer.

# TOSHIBA

## TOSHIBA TEC Europe Retail Information Systems S.A

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Authorised Toshiba Dealer

DESIGNHUT.CO.UK: JIN604

# TOSHIBA

# Protect Your Investment: Use Toshiba Approved Ribbons



## Compatible Ribbons - a False Economy

Lower quality products can cause:

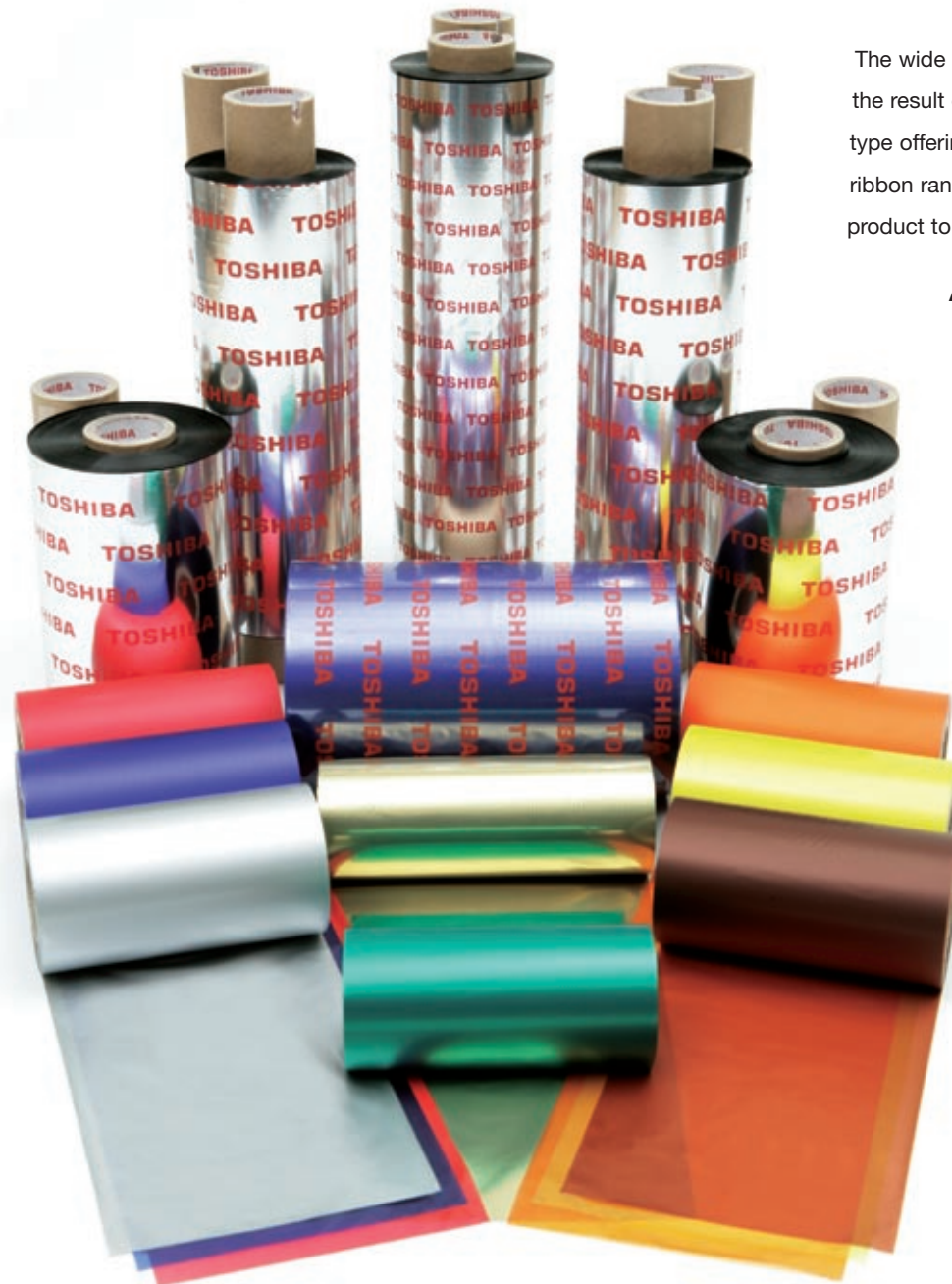
- Variable print quality
- Printhead damage
- Invalidated warranties
- Expensive downtime

If you have chosen, or have been persuaded to buy 'compatible' ribbons for your Toshiba thermal printer, think again - is it really worth it?

## Toshiba Approved Ribbons Mean Quality and Reliability

The choice of cheaper ribbon alternatives may be attractive in the short term but in the long term could prove very costly. Toshiba is proud to offer some of the best quality printers available in the market place today and constantly strive to ensure that the ribbons available for them are of the same excellent standard.

Toshiba branded consumables are designed and manufactured to work in conjunction with the Toshiba printer range and the different printing technologies they use. They enhance the overall print quality and offer the best possible results whilst causing minimum wear on the working parts - in particular reducing wear on the printhead.



The wide choice of approved ribbons that are available today are the result of years of research and development. With each ribbon type offering different print characteristics, including the colour ribbon range, Toshiba is confident that there is an approved product to suit virtually any application.

## A Perfect Match for the Printer

Before a ribbon receives a certificate of approval by Toshiba, it must first undergo stringent tests to ensure its continuity and reliability in the field. To achieve this, tests are carried out on a variety of receiving materials, and at every speed and temperature combination. These tests are also carried out on each printer type. Only once the tests are completed, and deemed successful, will the ribbon receive a certificate of approval.

## Trust the Thermal Printing Experts

The commitment to ensure a one-stop shop for all your ribbon needs has made Toshiba the biggest thermal transfer ribbon distributor in Europe.

If you would like a list of the approved ribbon products available for your Toshiba printer please contact your official Toshiba dealer or contact us direct at [marketing@toshibatec-eu.co.uk](mailto:marketing@toshibatec-eu.co.uk).

**Consumables Dept**

**Identification & Printing Division**

**Toshiba TEC Europe - UK**