



*Make Your Mark*

## **Save 20-37% on Labels and Ribbons**

The Big Industry Secret!

One of our primary goals is to save you money on barcode labeling supplies. We accomplish this by first making sure you are using the right products or combination of products for your barcode application and, then, by providing you with alternatives to Original Equipment Manufacturer (OEM) branded supplies. With almost 20 years of experience in the barcode labeling industry, I have used both OEM and OEM compatible supplies. The only real difference between these products is the cost. While the focus of this report is thermal transfer ribbons, the same concept applies to labels. If you are interested in saving money on thermal transfer ribbons without sacrificing quality, please read on.

Zebra®, Datamax®, Sato® and Intermec®, four of the largest OEMs in the barcode labeling industry, do not make thermal transfer ribbons for their printers. Their ribbons are made by companies that specialize in the development and manufacture of thermal transfer ribbons. These OEM branded ribbons are made to the standards and specifications established by each OEM. This is a technical process with very tight tolerances.

The companies that make thermal transfer ribbons for the OEMs listed above, and others, also make OEM compatible ribbons. These ribbons are developed and manufactured under the same stringent conditions, but are available at a substantial cost savings.

One of our biggest challenges is to educate our customers about the options available to them. Most companies do not know about OEM compatible barcode printing supplies. Once you understand the concept of OEM compatible products and the fact that you are not compromising quality, the answer is clear. If given the choice, most people choose to realize a 20%-37% savings with OEM compatible thermal transfer ribbons.

We have built our business around this concept. We do not believe in sacrificing product quality and performance to save a few dollars. Once we understand your barcode application, we will recommend alternative products that will not only meet or exceed your quality expectations, but will provide significant savings. Will everyone experience a 37% savings? No, but this is not unusual. Is it worth a few minutes of your time to investigate OEM compatible barcode supplies? We believe it is.

For answers to your questions or additional information on OEM compatible thermal transfer ribbons or labels, contact me at 603.527.0256 or at [dritchie@PaladinID.com](mailto:dritchie@PaladinID.com).

Thank you for your interest in PaladinID, LLC. We are here to help you “Make Your Mark.”

Dana J. Ritchie

If you found this report useful, pass it along and “Spread the Word”!