

Our best one for printing jewellery labels

eXtra4 recommends TA310 as thermal transfer printer for the jewellery and watchmaking industry

With its technical advantages it has convinced the label specialists of eXtra4 Labelling Systems of Ferdinand Eisele GmbH: a thermal transfer printer of desktop class with two motors is ideal for the complex shapes of jewellery and watch labels. The TA310 by TSC has a resolution of 300 dpi and uses a second drive for greater precision in the material management.

The twin-motor solution is especially beneficial to the challenging print requirements of labels in the jewellery and watches industry: so the label track and the ink ribbon can be controlled independently. This is particularly relevant when printing out single labels. Then the printer is to produce an exact forward movement as well as a backwards one with the same precision. Here, the print image might be misaligned if the ink ribbon is not driven separately. The TA310 ensures proper belt tension here with its 2nd motor. The print head can print the subsequent label with the same precision as the previous one, which has already been removed and applied.

Another special feature of the TA310 fits the sophisticated requirements of the jewellery and watches sector: as unique desktop

class device on the current market it has the only freely positionable shining-through light sensor. This makes it much easier to adjust the often complex label shapes in this industry correctly for transportation in the printer. Thus, the TA310 offers more freedom to special label design ideas.

Despite the newly integrated technology the design concept of the printer is kept expressly simple. The device can even be operated when open, which makes the printing process observable and thus more controllable.

Although the TA310 looks more massive due to its black design, it is only slightly larger (294 mm length, 224 mm width, 186 mm height) than comparable desktop models. In turn, the device provides more space for larger ribbon rolls. Instead of the standard 90 m it holds rolls of 150 - 300 m in length. Assuming an average label demand of 5,000 units per year, a ribbon change is due only after 2 - 4 years.

Despite all of its numerous advantages, the new TA310 by TSC is priced the same as the hitherto conventional devices on the market without a second motor. This might be interesting for budget-conscious users appreciating fine precision.

"Our old printer-favourite for jewellery labels, the TTP 343C, had been discontinued by TSC," General Manager Alex Schickel

describes his situation. "Since 2008, the thermal transfer device has completely satisfied more than 2,000 of our customers with its performance. Therefore we had to look thoroughly for a successor. "Like many models on the market, the thermal transfer printer TA310 TSC meets the average user needs, but is yet one step ahead of competition. "As specialists for identification technology we are exactly aware of the benefits of each manufacturer as we scrutinize new models," says Alex Schickel. Each user can therefore be sure to get a recommendation according to their needs for the currently ideal device by eXtra4 Labelling Systems.

Images with subtitles



Figure 1: Thermal transfer printer TA310 by TSC



Figure 2: Thermal transfer printer TA310 by TSC with open housing