

You print better with the second

More precision with twin-motor desktop printer by eXtra4

The label specialists at Ferdinand Eisele GmbH come up with a technological plus at Inhorgenta 2014: a desktop-class thermal transfer printer with two motors. The TA300 by TSC has a resolution of 300 dpi and uses a second drive for greater precision in the material management through the print head.

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. This often leads to material jams as the ink ribbon cannot be driven separately. Now the second motor provides for the proper belt tension. 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 TA300 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 TA300 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 more controllable.

Although the TA300 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 TA300 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.

Spectacular and therefore another highlight of the eXtra4 trade show appearance is the constellation of technology and price with the new Datalogic scanner: the QuickScan QD 2430 offers two-dimensional reading technology at a price that was to pay for one-dimensional scanners not long ago. This makes the transition to 2D codes as attractive as never before: They are safer, as still legible even when

damaged, they may often be smaller than barcodes and do not have such a dominant technical look.

Many users have therefore already converted to 2D codes. The ones who use supplier codes in their own inventory management are well advised with a 2D scanner already today, because these are - as the QD 2430 - able to read codes of both technologies, one-dimensional as well as two-dimensional ones. Functionality and connection are as easy as usual as with one-dimensional devices without software modification: just connect the QuickScan to the USB port and scanning can be started immediately.

Interested parties can find these technological innovations for the labelling of jewellery and watches at the eXtra4booth in Hall A2 at the new stand position 511 in aisle E.

Pictures with subtitles



Figure 1: Thermal transfer printer TA300 by TSC



Figure 2: Thermal transfer printer TA300 by TSC with open housing



Figure 3: 2D scanner QuickScan QD2430 by Datalogic