

# Custom Branding

From Thermal Transfer Solutions Ltd



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# TTS

Thermal Transfer Solutions Limited



# BRAND



## An Introduction To Custom Branding

The thermal transfer industry has been continuously growing over many years meaning that big brands of thermal transfer ribbons are now easily recognisable. This is great for offering a brand that is well known but how do you protect your ribbon business when everyone knows exactly what it is you are selling? And most importantly – how do you protect that ribbon business when many other companies are offering the same product but at a cheaper price?

There are hundreds of companies currently selling thermal transfer ribbons which means that the competition is high. Selling a well-known brand means that if your customer does ever decide to shop around for a better price, every other TTR reseller in the industry will know exactly what you are offering and will be able to offer the same with potentially lower prices.

At TTS, we pride ourselves on supporting our customers and offer a completely **free of charge** custom branding service which helps protect your thermal transfer ribbon business.

Custom branding consists of a list of your own product grade references, unique part numbers, a custom branded box end label, custom branded datasheets and custom branded ribbon promotion flyers for all of the TTS ribbon grades. Only you and your customers will be familiar with the part numbers meaning that if your customer does ever decide to shop around, other TTR resellers in the industry will be unfamiliar with your part numbers and taking your ribbon business will be a much harder task!

As well as custom branding being completely free of charge, it is also an in-house service meaning that it can be set up same day with no minimum order quantities!


### Are you selling a well-known brand of thermal transfer ribbon?

If the answer is yes then what is stopping your competitors from coming along and offering that same brand but with a lower price?

### So how can you protect that ribbon business?

Protecting your thermal transfer ribbon business is easy with our free of charge custom branding. Create your own brand of thermal transfer ribbons with your own unique part numbers – supported with a full range of marketing materials.

## The 'Your Own Brand' Logo

The 'Your Own Brand' logo has been designed to illustrate how custom branding works and where your logo and colours will be used. Everywhere you see this logo  is exactly where yours will appear in its place within the branding and marketing tools.



## Watch Our Short Explainer Video

Scan the QR code to the left to watch our explainer video and learn more about custom branding with TTS

## The Process

Step 1

We will need a high-resolution version of your company logo (preferably in .EPS format) along with your company colour scheme and your main contact details – telephone number, email address and website address.

Step 2

Personalise your branding! We will send you a list of TTS codes so that you can create your own unique code for each. You will also be able to select the box end label and flyer design you like best from a range of designs. You can find all of the available designs within this document.

Step 3

We will go ahead and create a proof for the box end label, flyers and datasheet (using one of the codes your have created). This will be sent to you for approval and gives you a chance to make any amendments.

Step 4

Once you are happy with the way everything looks, your branding will be set up on our system and all orders shipped after this point will be sent with your custom branded box end label and your unique part numbers. To make things even easier for you - all order confirmations, delivery notes and invoices will be confirmed using your codes too! We will also go ahead and create the full range of datasheets to cover all of the grades.

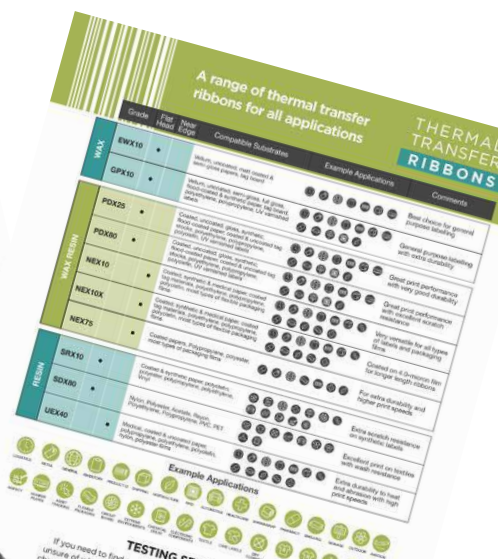
**Keep Out The Competition**

By protecting your ribbons with your own brand



### Free Of Charge Marketing Tools

Custom branding comes equipped with a range of free of charge marketing tools such as promotional flyers. The available designs can be found within this document.



## Label Design Options

**Design 1**

PRODUCT CODE	QUANTITY
BATCH CODE	GRADE
INK WOUND	SIZE

T: +44(0)1234 567890  
E: sales@yourownbrand.com  
www.yourownbrand.com

**Works well with:** Logos that include shapes or symbols that can be used in the background or as a watermark.

**Design 2**

PRODUCT CODE	QUANTITY
BATCH CODE	GRADE
INK WOUND	SIZE

T: +44(0)1234 567890 E: sales@yourownbrand.com www.yourownbrand.com

**Works well with:** Simple, clean branding - where you'd like the box label to follow suit.

**Design 3**

PRODUCT CODE	QUANTITY
BATCH CODE	GRADE
INK WOUND	SIZE

T: +44(0)1234 567890 E: sales@abclabels.com www.abclabels.com

**Works well with:** Simple and more basic logos - this label will ensure your branding stands out!

**Design 4**

PRODUCT CODE	QUANTITY
BATCH CODE	GRADE
INK WOUND	SIZE

T: +44(0)1234 567890  
E: sales@yourownbrand.com  
www.yourownbrand.com

**Works well with:** Logos intended for use on a darker background or branding that features large blocks of colour.

**Design 5**

PRODUCT CODE	QUANTITY
BATCH CODE	GRADE
INK WOUND	SIZE

T: +44(0)1234 567890 E: sales@yourownbrand.com  
www.yourownbrand.com

**Works well with:** Longer-shaped logos. This label allows enough room for longer logos to be sized well.





## Remember!

The 'Your Own Brand' logo has been designed to illustrate how custom branding works and where your logo and colours will be used. Everywhere you see the 'Your Own Brand' Logo and colours is exactly where yours will appear in their place.

An example of what information is used in each of the label sections can be found within this document.

## Getting Your Label Ready For Dispatch

It is important for you to know how your new label will be filled out at the point of dispatch. This makes it easier should you have any order queries from your customers. The below example will explain what each section of the label means.

<p>1  </p>	
<p>2 </p>	<p>3 </p>
<p>4 PRODUCT CODE YOB10-110450-OW</p>	<p>5 QUANTITY 12</p>
<p>6 BATCH CODE 12345-67890</p>	<p>7 GRADE YOB10</p>
<p>8 INK WOUND OUTSIDE</p>	<p>9 SIZE 110mm x 450m</p>

**YOUR OWN BRAND**

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www.yourownbrand.com

1 - Storage details

2 - Scannable barcode which holds your unique part number

3 - Colour code to help easily identify the grade type. Each of the TTS products is branded with a colour. This box is used to display this colour so that you and TTS can easily identify the type of grade should we need to.

4 - Your unique part number

5 - Box quantity

6 - Batch code

7 - Your unique grade reference

8 - The ink winding

9 - The ribbon size



# Promotional Flyer Design Options

Our promotional flyer sets include 1 x 2-page document promoting the full range of ribbons (this includes a table displaying your unique grade references) and 1 x 1-page document promoting the full colour range of ribbons (again, displaying your unique grade references).

Set 1

**THERMAL TRANSFER RIBBONS**

**YOUR OWN BRAND**

A RANGE OF THERMAL TRANSFER RIBBONS FOR ALL APPLICATIONS

Your Own Brand offer a stock range of thermal transfer ribbons suitable for use in all types of thermal transfer printers including desktop & industrial printers, In-Line Coding printers and Print & Apply systems.

We can supply a ribbon for every type of thermal transfer printer on the market including: Allen Coding, Argus, Avery, C&G, G&P, Veratris, Citizen, Datamax, Godex, Intermec, Markem, Protonics, Sato, Thermo, Toshiba, TSC, Zebra.

Each ribbon grade has been selected based on quality, reliability, value and its ability to cover a wide range of applications.

**SAMPLES**  
Free of charge samples are available for all of the grades in our range. All are available for next day delivery.

**YOUR OWN BRAND**  
\*44 (0)1234 567890  
sales@yourownbrand.com | www.yourownbrand.com

A range of thermal transfer ribbons for all applications

**THERMAL TRANSFER RIBBONS**

Grade	Flat Head	Near Edge	Compatible Substrates	Example Applications	Comments
EXK10	•	•	•	•	Best choice for general purpose labelling
OP10	•	•	•	•	Optimal colour fidelity and print durability
PO10	•	•	•	•	Great print performance and excellent durability
MEK10	•	•	•	•	Very suitable for high speed applications
MEK15	•	•	•	•	Excellent print quality and high print speeds
SR10	•	•	•	•	Best choice for general purpose labelling
SR15	•	•	•	•	Excellent print quality and high print speeds
MEK40	•	•	•	•	Best choice for general purpose labelling

**COLOUR THERMAL TRANSFER RIBBONS**

Your Own Brand offers a very good selection of different colour ribbons and a service to custom produce any colour as required. This colour range is by far one of the most comprehensive colour ranges available.

**TESTING SERVICE**

If you need to find a suitable ribbon for your application but are unsure of what you need, Your Own Brand can help with our free of charge testing service. All we need is a small amount of substrate material, the list below of our recommended grades and send you details of the most suitable including grade and best test results and a free of charge sample. Please ask for more details.

**FREE OF CHARGE**

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THERMAL TRANSFER RIBBONS

**COLOUR RANGE**

**YOUR OWN BRAND**

Your Own Brand offers a very good selection of different colour ribbons and a service to custom produce any colour as required. This colour range is by far one of the most comprehensive colour ranges available.

All listed grades are available in stock in a 30m sample or printed label samples.

**PLEASE NOTE**  
All of the colours are made to order and are therefore, non-returnable. Please test the colours where possible to make sure that they are suitable for your application.

**FREE SAMPLES AVAILABLE**

**YOUR OWN BRAND**  
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Set 2

A range of thermal transfer ribbons for all applications

**YOUR OWN BRAND**

Your Own Brand offer a stock range of thermal transfer ribbons suitable for use in all types of thermal transfer printers including desktop & industrial printers, In-Line Coding printers and Print & Apply systems.

We can supply a ribbon for every type of thermal transfer printer on the market including: Allen Coding, Argus, Avery, C&G, G&P, Veratris, Citizen, Datamax, Godex, Intermec, Markem, Protonics, Sato, Thermo, Toshiba, TSC, Zebra.

Each ribbon grade has been selected based on quality, reliability, value and its ability to cover a wide range of applications.

**Colour Thermal Transfer Ribbons**

Your Own Brand offers a very good selection of different colour ribbons and a service to custom produce any colour as required. This colour range is by far one of the most comprehensive colour ranges available.

**SAMPLES**  
Free of charge samples are available for all of the grades in our range. All are available for next day delivery.

**YOUR OWN BRAND**  
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sales@yourownbrand.com | www.yourownbrand.com

A range of thermal transfer ribbons for all applications

**YOUR OWN BRAND**

Grade	Flat Head	Near Edge	Compatible Substrates	Example Applications	Comments
EXK10	•	•	•	•	Best choice for general purpose labelling
OP10	•	•	•	•	Optimal colour fidelity and print durability
PO10	•	•	•	•	Great print performance and excellent durability
MEK10	•	•	•	•	Very suitable for high speed applications
MEK15	•	•	•	•	Excellent print quality and high print speeds
SR10	•	•	•	•	Best choice for general purpose labelling
SR15	•	•	•	•	Excellent print quality and high print speeds
MEK40	•	•	•	•	Best choice for general purpose labelling

**COLOUR THERMAL TRANSFER RIBBONS**

Your Own Brand offers a very good selection of different colour ribbons and a service to custom produce any colour as required. This colour range is by far one of the most comprehensive colour ranges available.

**TESTING SERVICE**

If you need to find a suitable ribbon for your application but are unsure of what you need, Your Own Brand can help with our free of charge testing service. All we need is a small amount of substrate material, the list below of our recommended grades and send you details of the most suitable including grade and best test results and a free of charge sample. Please ask for more details.

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Thermal Transfer Ribbons

**Colour Range**

**YOUR OWN BRAND**

Your Own Brand offers a very good selection of different colour ribbons and a service to custom produce any colour as required. This colour range is by far one of the most comprehensive colour ranges available.

All listed grades are available in stock in a 30m x 30m sample or printed label samples.

**PLEASE NOTE**  
All of the colours are made to order and are therefore, non-returnable. Please test the colours where possible to make sure that they are suitable for your application.

**FREE SAMPLES AVAILABLE**

**YOUR OWN BRAND**  
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sales@yourownbrand.com | www.yourownbrand.com

Full size versions of the flyers will be sent to you at the time of setting up your branding - so you will have the opportunity to look over and read through these flyers in detail.