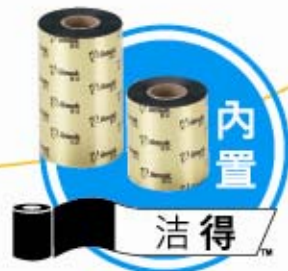


# Clean Start™

The printhead cleaner built-in your ribbon  
The fast and easy way to remove debris before it builds up



Research finds that only 20% customers regularly clean printhead

Do you clean printhead regularly?



Isopropyl alcohol is much more complicate & damage cleanhead permanently.

Why not use built-in printhead cleaner?

## Building Up to the Problem

Printhead buildup is a normal occurrence in thermal transfer printing. Dirt and residue from the media and the environment are deposited on the print head during the printing process. If the printhead is not cleaned regularly, the residue eventually becomes permanent and will create a barrier between the printhead element or dot and the label.

## Hassle Free Printhead Maintenance & Unbeatable Print Quality

Now, there's Clean Start™ Printhead Cleaner, an exclusive feature built right into our full line of thermal transfer ribbons that makes it easier than ever to maintain printheads and print quality with no additional supplies.

## The Built in Solution

Clean Start™ is built right into KITTA between the leader and the ribbon. Clean Start™ is a thin white file coated with a mild cleanser. You pull it through the locked printhead at the start of each ribbon to remove residue before it builds up. It's convenient method to clean the printhead every time a new ribbon is installed and is a constant reminder to do it.

## Clean Start™ is Fast & Easy:

- Built in – no need for extra supplies
- Removes residue before it builds up
- Ensures that print quantity and scans will not compromise over time
- Helps extend the life of the printhead
- Minimizes costly downtime
- Mild cleanser - safe to use with every ribbon you load.

The example below illustrate how excessive printhead buildup negatively impacts print quality and productivity.



In this example, buildup has deteriorated the image; it's "snowy" in appearance and reveals voiding.



This example exhibits streaks at the top of the barcode and throughout the label.

SPANISH MACH 3 TURBO MAILER  
PO: VERBAL  
ORDER: 1724  
QTY: 550  
JOB: 11723 -1  
064094

This example reveals that a "chunk" of information is outright missing. As a result, the order number appears as 1724 instead of the correct 11724.

# Clean Start™

Easy

& Quick

Convenience

Simple

## All it takes is 6 seconds!

Clean Start™ is built right in – between the leader and the ribbon as a constant reminder to clean the printhead every time a new ribbon is installed.

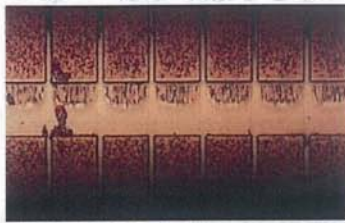


- 1 Rewind tag or label stock and install replacement ribbon featuring Clean Start™ printhead cleaner onto the spindle.
- 2 Feed colored leader through gap under printhead and stop when approximately 1" of white Clean Start™ is pulled through.
- 3 Lock printhead.
- 4 Firmly grip Clean Start™ film on both edges. Gently pull white Clean Start™ film approximately 6 inches. Stop before black printing ribbon.
- 5 Unlock printhead. Continue ribbon and stock installation as usual.

That's it. No additional supplies to buy and discard. No interruption to the standard ribbon loading process. Just follow the easy-to-read instruction included with the ribbon.

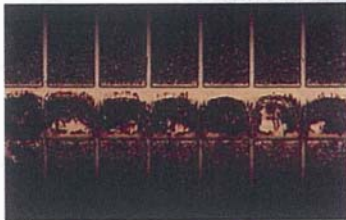
### Normal Debris

Microscopic dirt and residue occur normally as part of the thermal printing process. This magnified picture shows these particles on the printhead.



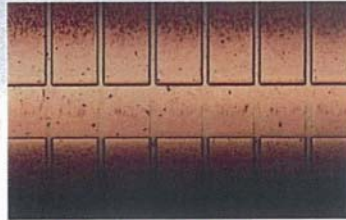
Left unchecked over time turns to buildup

Regularly Cleaned



### Permanent Buildup

Over time, the residue becomes permanent and can result in flaws in the print image.



### After Using Clean Start

You can see that Clean Start™ has removed the debris so it cannot build up, maintaining optimum print quality

## Perfect for Preventative Maintenance

Clean Start™ provides the regular cleaning necessary to remove normal debris that accumulates when printing before it becomes harmful buildup. Using Clean Start™ delivers the similar effect of an IPA pen or wipe but it is much easier. There's no searching or maintaining additional supplies.



Print quality is compromised when you neglect your printhead



Print quality when you use Clean Start™ before every ribbon

www.iimak.com.cn

For the complete Clean Start™ Performance Test Report and demo, visit us!

### Exclusive Agent in China

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