


 Signature Series™

# DIRECT PREMIUM WAX

Direct Premium Wax is an excellent solution for flexible packaging applications. It prints dark, durable images on a wide variety of both plain and preprinted packaging materials, and delivers crisp graphics and bar codes even at higher print speeds. Direct Premium Wax is part of Sony's complete line of thermal transfer ribbons for flexible packaging printing applications.

## Specific Features

- Delivers a dark, durable image
- Prints at high speeds
- Compatible with a variety of flexible packaging substrates such as low- and high-density polyethylene, polypropylene, other plastics, paper, cellophane and foil
- Features Sony's SmoothCoat™ backcoating which provides unparalleled protection for the thermal transfer printhead
- Meets FDA requirements for indirect food contact applications

## Recommended Applications



### Retail Package Printing

Sony's high-quality images make point-of-purchase thermal transfer printing possible.



### Direct Package Printing

Scratch and smudge resistance make Sony ribbons ideal for direct printing on foil packaging materials.



### Food

The increase in convenience, health and fresh foods has driven the growth of flexible packaging of food products. Thermal transfer printing is used to economically print lot and date code, special pricing and promotional signage.



### Industrial

Thermal transfer can replace flexographic in industrial applications such as small part packaging and when printing shorter runs due to its variable imaging capabilities.

