

*Signature Series***DIRECT PREMIUM WAX NE**

Direct Premium Wax NE prints a dark, durable image using the new generation of thermal transfer printers equipped with near edge or corner edge printheads. Direct Premium Wax NE's backcoating reduces static and prolongs printhead life. Direct Premium Wax NE is part of Sony's complete line of thermal transfer ribbons for flexible packaging printing applications.

**Specific Features**

- *Near edge/corner edge applications*
- *Prints excellent images on a wide variety of flexible packaging substrates such as low- and high-density polyethylene, polypropylene, other plastics, paper, cellophane and foil*
- *Prints dark images at high speeds and low energy settings*
- *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.

**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.

**Direct Package Printing**

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

**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.

