

# TRANSMARK



# TRANSMARK



## Your brand, on rubber, on-demand

TransMark is a cost-effective way to print variable data onto rubber, either pre-cure or post-cure. Our customers benefit from reduced waste, excellent traceability and faster response to their customer demands.

### What is TransMark?

The complete TransMark solution includes a TransMark Classic thermal transfer printer and a film and ribbon kit. Together these components provide a durable rubber marking solution with the option to include color.

### TransMark Classic Thermal Transfer Printer

What makes the TransMark Classic different from other thermal transfer printers is its engineering. When we first partnered with a rubber belt manufacturing plant to improve their barcoding process, we noticed standard thermal transfer printers struggled to acclimate to certain requirements specific to the rubber manufacturing environment.

Upon noticing this, we worked to modify a printer with specially engineered features that allows the printer to withstand the harsh surrounding of a rubber manufacturing plant, and to improve its ability to print on a clear transfer film—ther result was the TransMark Classic.



### How does the TransMark Classic Align With Lean Goals?

- **Reduce unnecessary transportation** in your facility by brining a print center to each workstation
- **Avoid unnecessary motion**, such as that involved in screen printing, which can potentially lead to repetitive stress injury.
- **Remove-overprocessing** from your strategy by combining steps with on-demand variable printing, dual color printing and marking during vulcanization.
- **Prevent damage** that could lead to defects from occuring with added safety features and professional service.
- **Reduce inventory** by printing what you need when you need it. No need to stock pre-printed transfer films or messy screen printing supplies.

# TRANSMARK



## TransMark Film

Including information on-demand was previously very difficult in rubber manufacturing when facilities relied on pre-printed label stock and labor intensive screen printing processes to achieve marked rubber.

Our TransMark Transfer Film was designed to reduce the amount of screen printing and storage of preprinted inventory within rubber manufacturing facilities by introducing an in-house, on-demand print solution. With options suitable for pre-cure and post-cure application, as well as options to meet noise reduction preferences—there is a TransMark film available to meet your process needs and goals.

| TransMark Films       | B  | C  | F             | E             |
|-----------------------|--|--|---------------|---------------|
| Thickness             | 36, 50, or 75 mic  | 38 or 50 mic   | 25 mic        | 50 mic        |
| Ease of Removal       | Medium-very high   | Medium-high  | Low           | High          |
| Noise Reduction       | Standard-low   | Standard   | High          | Low           |
| Post-cure or Pre-cure | 36 & 50 mic:<br>pre-cure only<br>75 mic:<br>post-cure only | 38 mic:<br>pre-cure only<br>50 mic:<br>pre-cure &<br>post-cure | Pre-cure only | Pre-cure only |

## TransMark Ribbon

TransMark Ribbons are matched with corresponding TransMark Transfer Films to improve transfer conditions and maximize image quality. A variety of colored ribbons are offered to accommodate your brand, including dual color ribbons that allow you to differentiate information in your marking processes—for example, variable barcodes on one side in white and your brand logo on the other!



# TRANSMARK



## Standard Shades (on rubber)

Standard Red



Standard Orange



Standard Yellow



Standard Green



Standard Blue



Don't see the color you need?

Ask about our color matching services! With the addition of a small development fee and a bit of time, we can help you match the colors that best represent your brand—we just need to walk through a few steps:

### 1. Technology Testing

The first step of the development process involves testing with the nearest shade in our standard range to ensure compatibility between the TransMark ribbon,

your processes and scope. Pending a successful technology test with this standard ribbon we can accept your project and payment before moving onto the next steps.

### 2. Materials & Specifications

For our development team to achieve the most accurate color match as quickly as possible, your team will need to provide us with the following:

- Current brand (~1m long strip)
- Rubber sample (~1m<sup>2</sup>)
- Current finished product sample
- Required PMS# (as it should appear on the finished product)
- Vulcanization specifications (method, temperature, time, pressure, etc.)



### 3. Development

This is when we get to work in the lab—mixing inks and testing them through printing and vulcanization until we reach your required specifications.

### 4. Sample Verification

A 50m sample will be prepared based on our findings in the development stage. A final vulcanization will be performed to ensure the results are consistent with the lab findings and your requirements. We will then provide you with a sample!

Download the custom color form to learn more about the details and costs!



**Computype™**  
SMARTER SOLUTIONS FOR SMARTER BUSINESS

# TRANSMARK



|   | Standard Mid-Range Thermal Transfer Printer | TransMark Classic |
|---|---|-------------------|
| Print width capacities including 100mm, 150mm & 200mm | ●   | ●                 |
| TransMark application set-up                          |   | ●                 |
| Colored ribbon sensing                                |   | ●                 |
| Clear media sensing                                   |   | ●                 |
| Additional print head pressure toggles                |   | ●                 |
| Tamper proof print head pressure toggles              |   | ●                 |
| 300 DPI image resolution                              |   | ●                 |

## Decentralize Your Print Strategy

The compact design of the TransMark printer allows you to bring print stations directly to individual work stations, eliminating the need for employees to travel to the warehouse or print center unnecessarily and increasing throughput and productivity.

## Optimize Print Quality and Accuracy

Not only are TransMark printers capable of 300 dpi print quality, but they are engineered to provide that high quality under harsh conditions. A number of factors go into overall image quality including settings and printer health, which is why we assist you during installation to ensure all settings are optimized to promote image quality and long term printer wellness.

Additionally, TransMark features the ability to adjust pressure settings, alongside the standard print head heat and darkness settings to further optimize print quality.

## Prevent Accidental Tampering

Once ideal settings have been achieved, toggles and switches can be locked and keys left with a knowledgeable team member for necessary future adjustments.

## Ensure Printer Wellness

When you purchase a TransMark you can opt in to a service agreement with Computype. Our service contracts can include services such as regular cleaning and maintenance visits, software support and on-site repair. When you sign a service contract you hand over the task of maintaining your printers to our team of experts. This ensures your printer is being looked after by the ones who know it best and allows your employees to focus on the duties most valuable to the growth of your company.

# TRANSMARK



## Why TransMark?

### It's Flexible

Print-on-demand enables you to print what you need, when you need it—no more stacking up piles of pre-printed films in the warehouse. Ensure you can keep up with customers changing needs, or record time sensitive information for improved tracking, no matter what you choose to record, on-demand printing gives you the flexibility to do it.

### It's Lean

TransMark supports lean manufacturing practices by allowing you to work just in time (J.I.T.) Print strips of film as they're needed and only as they're needed. On-demand printing in combination with TransMark's compact size and ability to combine steps in the marking process provide several opportunities to lean up your processes. Re-allocate warehouse and screen-printing space to more value added tasks, reduce unnecessary movement between stations by bringing the print-station to the workstation, prevent overstocked films from going to waste and eliminate multiple print passes with dual-color inks.

### It's Cost Effective

Purchasing pre-printed stock can be expensive, and when you don't use it all before it expires or there's a design change you can end up throwing them away. Screen printing isn't cheap either, all the equipment, chemicals and labor (and all the associated costs) necessary to keep a print shop running, add up over time. TransMark will still be an ongoing investment, but offers cost effectiveness in its simplicity and opportunities to reduce wasted film, time and effort.

### It's Safe

Screen printing is a common practice for the marking of rubber, however it's not the safest option. Numerous dangerous chemicals are involved in the process which can be eliminated through implementing a thermal transfer print solution.

### It Can Accomodate Your Brand

With a range of colored ribbon options, and even dual colored ribbon, you can accurately represent your brand right on your rubber products.



All our printers are configured to ensure they work with our customers' data and business systems.



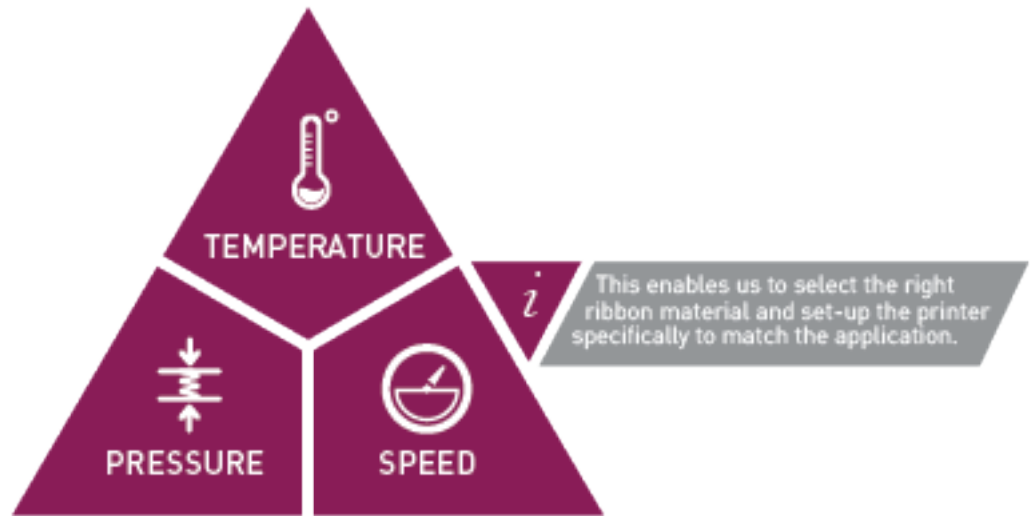
**Computype™**  
SMARTER SOLUTIONS FOR SMARTER BUSINESS

# TRANSMARK



## Why Computype?

We've been helping companies with harsh work environments find barcoding and labeling solutions that withstand their processes for over 40 years, including those in rubber manufacturing. We understand the complexity of different rubber compounds and that all of our customers have different processes. Which is why we'll work with you to break down these 3 important factors:



## Service and Support

Production lines coming to a stop can cost time and money. That's why regular maintenance of your equipment is essential. This includes your rubber branding printing equipment.

Service agreements are popular with our customers as they can help reduce downtime, catch any problems before they occur and allow you to plan around your production, ultimately preventing any break-down.

To maintain quality of printing, service is key and all of our existing TransMark customers have regular contact with our engineers who visit and service on-site.

All Computype customers also benefit from:

- A dedicated sales contact to ensure we understand your requirements. From the first visit, right through testing and install.
- An experienced in-house technical team—who work with our customers to understand their process for seamless integration
- A multi-lingual customer services team—for fast and straightforward assistance.

# TRANSMARK



CONTACT US

Computype  
2285 West County Road C  
Saint Paul, MN 55113-2567  
USA  
800-328-0852 | 651-633-0633

[contactus@computype.com](mailto:contactus@computype.com)  
[www.computype.com](http://www.computype.com)



**Computype™**

**TransMark™**  
Branding your rubber products



**Computype™**

**TransMark™**  
Branding your rubber products



**Computype™**

**TransMark™**  
Branding your rubber prod



**Computype™**  
SMARTER SOLUTIONS FOR SMARTER BUSINESS