

TRACELESS TTR
THERMAL TRANSFER RIBBON
WITH TRACELESS ANYWHERE

DROP IN SIMPLICITY

WITH COVERT
ANTI-COUNTERFEIT
PROTECTION



Kodak



C covert product authentication with drop-in simplicity

It just got easier to protect your company, your brand, and your customers. Now, with the ease of changing a printer ribbon, you can get all the security benefits of the **Kodak Traceless** System for Anticounterfeiting. **Kodak Traceless** Thermal Transfer Ribbon automatically adds Kodak's covert markers to barcodes, product information, shipping labels—anything you currently print with a standard thermal printer and black thermal transfer ribbons.

High-quality, resin-based **Kodak Traceless** Ribbons create durable, long-lasting impressions to help ensure that you can track and authenticate your products throughout their lifecycle. Perfect for securing barcode and ID labels for auto parts, cosmetics, apparel, and consumer electronics, the combination of the **Traceless** System and 2D barcodes can also be a powerful component of an e-pedigree solution for protecting pharmaceuticals or ID documents.



A two part security system

The **Kodak Traceless** System includes proprietary markers detectable only by handheld **Kodak Traceless** Readers. **Kodak Traceless** Thermal Transfer Ribbon automatically embeds covert markers on your labels as you print them.

- The **Kodak Traceless** Anywhere Readers are pocket-sized, inexpensive, and easy to use making them practical to deploy to a large number of users.
- Print unique codes used for inventory control or Track and Trace then use the **Traceless** AW Reader to verify that the codes are original and authentic.
- Ideal for fast, easy, non-destructive testing in the field or warehouse. Readers are powered by a standard 9-Volt battery and do not require connectivity to the internet.
- With drop-in implementation for existing printers, Kodak's resin ribbons deliver:
 - High durability for harsh environment labeling
 - High resistance to heat, steam, abrasion, and many chemicals
 - Exceptional printing on high end films including polyester, vinyl and polyamide
- **Kodak** Thermal Transfer Ribbons are only available through Eastman Kodak and select authorized resellers. The **Kodak Traceless** Anywhere Readers are manufactured by Kodak and are leased directly to users by Kodak. You won't find these products on anonymous web sites—nor will the counterfeiters.

Market-proven covert protection

In a world where counterfeiting is estimated to account for 8-10 percent of all global trade, counterfeit products such as drugs, auto parts, wines and spirits, and electronic components pose great risk to consumer health and safety. Taxing authorities are losing revenue, and popular brands are suffering losses to brand reputation as a result of counterfeits in the shoe, clothing, luxury goods and consumer packaged goods markets. Manufacturers clearly need strong measures to counter the counterfeits. The **Kodak Traceless** System delivers, with covert authentication technology for immediate use, leveraging existing printing equipment and with no need to change packaging artwork.

Whether it's securing your packaging, shipping cases, or individual items, the **Kodak Traceless** System is ready to meet your brand protection needs. Global manufacturers are already using the **Traceless** System to protect their products and customers in applications that include: pharmaceuticals; cosmetics; premium wines; fashion apparel; collectibles and many others. And with **Kodak Traceless** Thermal Transfer Ribbon, getting started is as simple as changing the ribbon on your printer.

Built on a continuing legacy of innovation

The **Kodak Traceless** System is backed by the resources of one of the world's most respected brands, one built on a century of leadership in materials science, imaging science, and easy-to-use, sophisticated technology; a powerful R&D capability; and a worldwide service and support organization.

For more information about the **Kodak Traceless** System, or to learn how Kodak can develop a brand protection solution for you, contact Kodak at traceless@kodak.com or visit www.kodak.com/go/brandprotection

Product specifications

Maximum print speed	6 IPS
Film thickness	4.5 microns
Total ribbon thickness	6.5 microns
Transmission density	1.00 MacBeth Scale
Ink melting point	110°C / 230°F
Ink color	Black
Recommended stock	Polyester films, vinyl, polyamide films
Storage conditions	For optimal print results, thermal transfer printing should occur in the temperature range of 41° to 95°F (5° to 35°C) at 45% to 85% relative humidity. Suggested storage conditions for up to one year duration are 23° to 104° F (-5° to 40°C) at 20% to 85% relative humidity. Exposing thermal transfer ribbons to direct sunlight or moisture will cause damage to the ribbons.

Produced using **Kodak** Technology.

Eastman Kodak Company
343 State Street
Rochester, NY 14650 USA

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VISIT: WWW.KODAK.COM
OR IN NORTH AMERICA, CALL
+1-866-563-2533

