



## RACO Thermal Printheads

Thermal printheads are the most critical – and most expensive – thermal printer component. They're consumables, like ribbons and labels, and require replacement after a period of time. Thermal transfer printing utilizes the technology of the fax machine thermal printhead, except that instead of printing onto paper with a thermo-sensitive coating to achieve a black image, the thermal transfer printer uses a thermo-sensitive pigmented ribbon. This means that print can be laid down on a wide variety of substrates i.e. paper, films, cartons, etc. and in different colors.

Direct thermal printing requires a heat sensitive label material. The printhead elements come into direct contact with the heat sensitive material where the heat from the elements causes a color change in the material to create the printed image.

The printhead itself consists of a large number of elements, encapsulated in ceramic, and terminating in contact with the ribbon. When these elements are selectively heated, they melt the coating on the ribbon, which is then transferred to the material to be printed. As the printhead is passed over the material and ribbon, a dot matrix is built up giving the shape to the text, barcodes or graphics that are required for the print format.

## Geniune OEM Brand

RACO Barcode offers a wide selection of OEM thermal printheads from manufacturers such as Avery Dennison, Datamax, Godex, Honeywell, Intermec, SATO, TSC and Zebra. If you have a thermal printer in need of a printhead, regardless of the brand, we can help.

## OEM Compatible

RACO Barcode offers a complete line of compatible thermal printheads manufactured in the U.S. Our printheads offer a hard protective coating that extends the abrasive life of our printheads by up to four times that of comparable products. Our printheads are engineered and manufactured with the same quality and performance specifications as the OEM brand. We offer direct replacements for a number of popular printer models.