

Resin Applications

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DNP's full line of resin ribbons offers extreme durability against solvents and abrasions, so you can confidently choose the right ribbon for the right application. All of our resin ribbons are specially formulated with our exclusive backcoat technology and come standard with DNP's special anti-static properties for easy handling and superior printhead protection.

| Agency/Compliance | | | |
|---|--|---|--|
| Recommended Ribbons | End Uses | Sales Tips | Lead Generation |
| <ul style="list-style-type: none"> • R300 • R510C • R510HF | Anything plugged into a wall requires: <ul style="list-style-type: none"> • UL approval (USA) • CSA approval (Canada) | <ul style="list-style-type: none"> • Compliance process is costly • Know UL/CSA requirements • Must use agency approved label/ribbon combination • Performance is more important than price • Long sales cycle with steady revenue once attained | Local manufacturers of electrical goods: <ul style="list-style-type: none"> • Consumer • Business |
| Automotive | | | |
| Recommended Ribbons | End Uses | Sales Tips | Lead Generation |
| <ul style="list-style-type: none"> • R300 • R316 • R510HF | <ul style="list-style-type: none"> • Under the hood parts (batteries, cables, etc.) • Interior components (seat belts, airbags, etc.) • Manufacturer serial numbers | <ul style="list-style-type: none"> • Heavily regulated, so know compliance issues • Long sales cycle with stable revenue once attained • Performance is more important than price • Lead with R300 for abrasion resistance • Lead with R510HF for solvent resistance | <ul style="list-style-type: none"> • Automotive parts suppliers • Local automotive plants (Ford, GM, etc.) |

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Circuit Board

| Recommended Ribbons | End Uses | Sales Tips | Lead Generation |
|--|--|--|---|
| <ul style="list-style-type: none"> R510HF | PCB manufacturing <ul style="list-style-type: none"> TVs Telephones Computers Tablets Gaming consoles | <ul style="list-style-type: none"> Easier sales cycle due to few regulations High volumes, and great margins Performance is more important than price | <ul style="list-style-type: none"> Target PCB vendors Large offshore operations |

Electronic Components

| Recommended Ribbons | End Uses | Sales Tips | Lead Generation |
|--|---|---|--|
| <ul style="list-style-type: none"> R300 R316 R510HF | <ul style="list-style-type: none"> Consumer electronics Office equipment Work in process | <ul style="list-style-type: none"> More expensive labels require a more durable ribbon Offshore manufacturing offers greater flexibility Long sales cycle due to specification by OEM Lead with R300 for most applications Leverage existing relationships | <ul style="list-style-type: none"> Create label specification with finished goods manufacturers Target new product development for future label specifications |

Healthcare

| Recommended Ribbons | End Uses | Sales Tips | Lead Generation |
|--|---|--|---|
| <ul style="list-style-type: none"> R300 R316 R510HF | <ul style="list-style-type: none"> Blood bags Medical device packaging and tracking Surgical kits Lab testing Autoclave (high-temp cleaning) | <ul style="list-style-type: none"> Requires strong knowledge of healthcare industry Very difficult to change existing specifications Long sales cycle with steady revenue once attained Target existing "pre-printed" label applications | <ul style="list-style-type: none"> Local hospitals Hospital suppliers and manufacturers |

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