

# New Product Launch:

## TT PREMIUM

Avery Dennison is pleased to announce the introduction of their new premium Thermal Transfer grade, TT Premium. TT Premium has been introduced as the best possible solution in TT paper in Australia and New Zealand and was successfully launched in the first week of December 2006. The new product has replaced the current TT Multi at both 1.0m and 1.5m wide and is offered on *Exact* as per TT Multi from the same locations (Melbourne, Brisbane and Auckland). TT Multi will no longer be available.

The new TT Premium is a premium matt white printing paper with excellent print image, designed for high character definition and barcode resolution. It has excellent scratch properties giving longevity of barcode, fewer misreads through barcode readers, high brightness and resistance to abrasion. TT Premium has also shown excellent results on a wide scale of printing speeds (6 -10 inch per sec) and burn temperatures. As part of the new product development process, 'die wear' and 'printability' were both tested against TT Multi and other competitors, convertibility, etc, all with very favourable results. We have also received excellent feedback from major converters and customers who have been part of the trialing process.

For information or samples of the new TT Premium, please contact Daniel Amato, Market Manager VIP on: +61 3 8325-8363  
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