

Rimage White Paper: The Benefits of Rimage PrismPlus! Ribbons

SUMMARY

The Rimage PrismPlus! printer has been an industry standard in CD and DVD printing for over ten years. The PrismPlus! produces professional, vibrant disc labels with high speed and accuracy. The PerfectPrint technology enables **registered printing** on original silk screened media, offering low production costs, fast run times and print variable information. The PrismPlus! is perfect for high volume applications when affordable printing costs are paramount—discs can be printed in under ten seconds and for less than four cents each.

When using a printer that offers premium printing speed, durability and accuracy, customers need ribbons that match this performance. As with most printers, consumers have an array of ribbons to choose from, and different manufacturers offer a variation of the same product. However, the print quality of aftermarket PrismPlus! ribbons do not stand up to authentic Rimage ribbons. In a recent competitive assessment test, the Rimage brand ribbon exhibited superior print quality.

This white paper discusses the benefits of using authentic Rimage PrismPlus! ribbons.

INTRODUCTION

A competitive assessment test compared Rimage PrismPlus! ribbons with a competitor's brand, scoring their print and durability performance.

The test utilized the Rimage PrismPlus! to print white and silver CD-R and DVD combinations with each type of ribbon. Ribbon performances were evaluated visually and scored in terms of **print quality** and **durability**.

✓ **Print quality**

In each test, two discs were printed to evaluate six print quality criteria. On the first disc text, fine lines, one normal bar code, one rotated bar code and solid fill marks were printed. On the second disc, a series of horizontal lines were printed. These six areas were scored on a scale of 0 to 5 points, where the highest value denoted superior print quality, and the lowest value signified poor print quality; a total of 30 points were possible for each two-disc test. Poor print quality was determined by small holes, dents, missing lines and other imperfections in the print area. Each two-disc test combination was repeated four times to achieve statistical significance.

Registered Printing

The method of connecting overlapping colors on one single image



Competitive Test Information:

Printer: Rimage PrismPlus!

Print speeds: 1 ips

Format: PQ.btw, Horizontal lines
2.btw

Receivers: White and silver CD-Rs,
white and silver DVDs

Ribbons: Authentic Rimage PrismPlus!
and generic competitor brand

Durability: 50 cycle smudge, 30 cycle
scratch

Rimage White Paper: The Benefits of Rimage PrismPlus! Ribbons

✓ **Durability**

Each disc print was tested in 30 scratch cycles and 50 smudge test cycles. ANSI (American National Standards Institute) grades were recorded before and after the durability tests and the differences were given a value—the smaller the difference, the higher the score. A score of 5 denoted no change in ANSI grade after the test, and a score of 0 denoted unreadable bar codes. The tests were performed three times to ensure accuracy.

THE RESULTS

As a result of the competitive assessment test, the Rimage PrismPlus! ribbon was found to have superior qualities in the following areas:

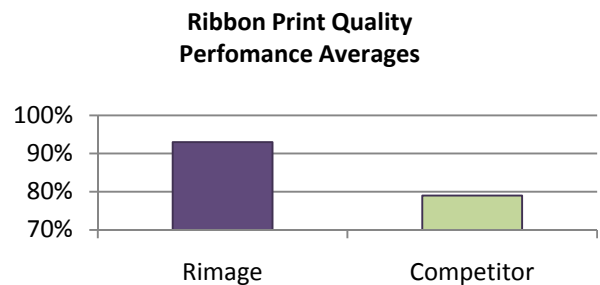
- ✓ **Print quality:** Text, fine-lines and bar codes print at the industry's highest levels
- ✓ **Value:** Genuine Rimage PrismPlus! ribbons produce 22% more prints than the generic alternative
- ✓ **Run times:** No down time wasted changing torn generic ribbons

Print Quality

In the overall test results of the two ribbon brands, the Rimage ribbon demonstrated a higher visual score in terms of print performance and quality. Rimage's ribbon topped the charts with a higher overall print performance rate, as well as best in class print quality scores.

Performance

- ✓ 93% overall performance rate for Rimage ribbon
- ✓ 79% overall performance rate for competitor's ribbon

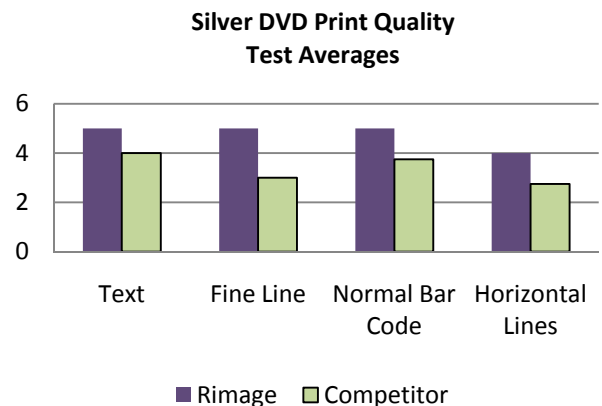


High Durability

- ✓ Both Rimage and the competitor brand ribbons rated 94% in scratch and smudge durability testing

Best in Class Quality

- ✓ Text is more focused and easier to read
- ✓ Bar codes are clearer and more defined
- ✓ Fine lines are sharp and distinguished
- ✓ Horizontal lines maintained superior print quality



Rimage White Paper: The Benefits of Rimage PrismPlus! Ribbons

Outstanding Value

Users can get the most out of Prism Plus! printer by using Rimage brand ribbons. The Rimage ribbon's print performance, quality and durability provide a professional and reliable printed deliverable for a wide variety of markets. In addition, the PrismPlus! printer's Ribbon Saver feature ensures that the least amount of ribbon is wasted by using only the amount necessary for printing, lowering printing costs and maximizing productivity. The combination of the printer's efficient technology and the ribbon's performance capabilities bring economical production costs to the user.

- ✓ Rimage ribbons produce 22% more prints per ribbon, achieving a lower cost per print than competitor brands
- ✓ Black, red, and blue Prism ribbons produce 2100 prints or more
- ✓ Three-paneled CMY ribbons produce 500 prints or more

Efficient Run Times

The results of the competitive assessment test proved that the durability of Rimage ribbon ink on the surface of the disc matches that of the aftermarket ribbon. However, when it comes to the strength of the print ribbon itself, the difference between the two brands is noticeable. Competitor brand ribbons tend to rip and tear, wasting time and productivity. When using Rimage PrismPlus! ribbons, print production efficiency can be improved because users do not have to spend time changing ribbons.

CONCLUSION

For over a decade, Rimage has provided superior solutions for CD and DVD printing with the PrismPlus! printer. The Prism's exclusive thermal transfer technology is designed specifically for CD and DVD printing, offering fast, reliable production at an affordable cost.

Genuine Rimage ribbons offer a single and multi pallet color capabilities that result in high quality images. In competitive assessment testing, Rimage Prism ribbons were proven to offer superior print performance and quality as well as lasting durability. Compared to generic brands, the genuine Rimage PrismPlus! ribbons provide users with the best print quality across media types.

The Rimage PrismPlus! and authentic ribbons combine to create one solid and strong disc printing solution, producing bold and creative images and a sturdy, professional deliverable. To learn more about the Rimage PrismPlus! printer and Rimage brand ribbons, visit the Rimage website.

The PrismPlus! Printer and Genuine Rimage Ribbons Provide:

- ✓ *High quality images and production quality printing*
 - ✓ *Economical production costs*
 - ✓ *On-demand printing at fast speeds and zero drying time*
 - ✓ *Durability for 24-7 use*
 - ✓ *Reduced ribbon waste and costs*
 - ✓ *Custom design capabilities*
-