

## Pressemitteilung / Press Release



### **eXtra4 going to become hardware distributor**

#### **New desktop printer for jewellery business first direct import**

Birkenfeld, 21.04.2021. The eXtra4 Labelling Systems product range has included hardware for over 25 years. With the market launch of the T4ES-300M thermal transfer printer, Ferdinand Eisele GmbH and its brand eXtra4 are acting like a distributor for the first time.

SBARCO, the Taiwanese manufacturer of the device, has no distribution channels in Europe so far. This is why the label expert from Birkenfeld near Pforzheim is launching the desktop model on the market on its own responsibility, exclusively for the special needs of the jewellery and watch business.

#### **Exclusive equipment for the printer of eXtra4**

The SBARCO T4ES-300M masters what is required at eXtra4 and what devices of well-known brands often do not have to offer at an

acceptable price: the single item printing of labels without label squandering. Jewellers and goldsmiths in particular attach great importance to this, because they often have to label single pieces.

To enter the eXtra4 product range, a printer must be able to output a single label as a print job without wasting others on the web feed unused between each print process. To do this, before each printing process it is necessary to retract the web that has been transported forward out of the print head after the previous print job for removing the printed label.

The labels must not be damaged when being retracted, which is a special challenge for the technology, in terms of jewellery labels in particular: As labels for jewellery and watches are usually made of foil compound, the materials are thicker than conventional papers, e.g. for dispatch labels. Smooth forward/backward transport is therefore only possible with an appropriately dimensioned printhead. In this respect the T4ES-300M has been modified by SBARCO exclusively for eXtra4.

### **High demands on technology due to jewellery sector**

At eXtra4, the SBARCO printer model was selected from the wide range of printers on the market for a good reason. Already with its basic technical equipment it is recommended as a thermal transfer device for the industry:

Small-format labels are used for the labelling of jewellery and

watches. With 300 dpi, the T4ES-300 has a sufficiently high resolution to place a barcode in a still well legible size even on small labels. The printer meets the complex label shapes of the sector with sensitive sensor technology. In addition to a black-mark sensor, for better printing precision the SBARCO device has a movable transmitted light sensor. This simplifies the print image adjustment on the label. A maximum print width of 104 mm makes the SBARCO printer suitable for all common label shapes in the jewellery and watch industry.

For even more accuracy, eXtra4 also includes a reducing insert for the label roll holders in the standard scope of delivery of each printer. As standard on the SBARCO T4ES-300 they are designed for a core diameter of 0.5 inch. The eXtra4 reducing insert allows even labels on larger reel cores to be printed accurately.

### **Solid basic model with convincing ease of use**

Thanks to its clamshell design, which integrates the print head into the cover, the printer can be opened completely. All operating elements are easily accessible, so labels and ribbon can be easily changed quickly.

Compact in size (20 x 18.3 x 26.3 cm (WxHxD)), and pleasing in shape, the SBARCO T4ES-300 is suitable for any standard office.

There, it should be integrated into the on-site IT via its network connection. In general, network installation guarantees a stable,

reliable connection. In Windows systems in particular, this fundamentally protects against unexpected problems caused by feature updates – an advantage USB connections can't offer, although available on the T4ES-300 as well. With its solid quality, the SBARCO printer recommends itself as a reliable basic device at manageable cost.

**eXtra4 as experienced hardware dealer**

"We are pleased", says CEO Alex Schickel, "to have SBARCO enter the European market as a supplier whose product offers a specific solution for users from the jewellery and watch sector in particular."

The company has established itself in the thermal transfer printer market alongside its better-known competitors from Taiwan, TSC, Godex and ARGOX, with a focus on desktop devices. "In our many years as a hardware supplier," explains Schickel, "we have already been able to gain experience with a lot of manufacturers, in particular with regard to the individual specification of models to meet the needs of the sector. We have found SBARCO to be both open-minded and competent. The transfer of goods also went smoothly. As an importer, we would be pleased if the industry would also welcome the SBARCO thermal transfer printer T4ES-300M as a promising solution for their requirements."

(4.833 digits incl. blancs)

## Images with captions

**Fig.1: Only by eXtra4: SBARCO T4ES-300M thermal transfer printer modified for jewellery labels (300dpi)**



**Fig.2: The clamshell design makes eXtra4's new thermal transfer printer from SBARCO easily accessible for ribbon and label changes.**



**Fig.3: Alex Schickel, CEO of Ferdinand Eisele GmbH with its brand eXtra4 Labelling Systems**