



INKCUPS NOW Pad Printed Tags vs. Heat Transfer Labels

PAD PRINTED TAGS by INKCUPS NOW	HEAT TRANSFER LABELS
LEGALITY:	
Printed tags are compliant with CPSIA'08: the Sapphire ink for tagless garments is certified phthalate-free and PVC-free. Also NAMS certified to have zero skin irritation	Heat transfer labels are currently being reformulated to become phthalate-free and PVC-free – which in some cases resulted in serious adhesion and application problems
COSTS:	
Cost per printed tag ~ \$0.003	Cost per label for high volumes ~ \$0.02 Cost per label for low volumes ~ \$0.09
\$70.00 (cost of 1 ink can) = 100,000 tags	\$1,100.00 (minimum order of labels) = 12,000 labels
Compact and durable supplies can be easily stored in cabinets	Funds tied up in label inventory that occupies a lot of storage space and gets damaged easily
Low utility costs: air is less than 0.5 cfm, electricity is 0.87amp/10watt (per machine)	Sky-high electricity costs
QUALITY:	
Tags withstand 50 industrial washes	Labels begin to break after 5-10 industrial washes
Tags can be stretched - good for flexible garments	Labels break apart on stretching
If garment shrinks after washing, tag also shrinks	If garment shrinks after washing, label causes unsightly dent on garment
Tags stay soft hand even after washing - great for intimate apparel	Labels have rough texture
PRODUCTION FLEXIBILITY:	
Average cycle time for machine ~ 1000 tags per hour	Average cycle time for machine ~ 400 labels per hour
Change graphics on demand! A new design can be made in less than 20 minutes	3 weeks lead time for changing graphics. Minimum order – 12,000 labels
Ability to date and lot code to meet CPSIA regulations	Date and lot coding requires separate operation
Ability to reduce “show through” by reducing ink laydown - great for intimate apparel	No ability to control “show through”