

Pressemitteilung / Press Release



Sustainability with Label Printers

eXtra4 on trend with repair, maintenance and care

Birkenfeld, 15.07.2021. „Do you really need a new label printer?“ – This is the first question asked by eXtra4 support when hotline callers complain about the failure of their device. Technical service has been part of the range of services offered by eXtra4 Labelling Systems from Birkenfeld near Pforzheim for over 30 years. With repair, maintenance and care, the ident technology expert has long been putting into practice with label printers for marking jewellery and watches what is now contemporary as sustainability.

Future-oriented service motto

„Repair over Sale“ is the motto of eXtra4 Labelling Systems when it comes to thermal transfer label printers. If a device malfunction

cannot be remedied remotely online or by telephone, the eXtra4 support requests affected persons to send in their printer. In the company, the faulty thermal transfer printer is checked for reparability. The technicians draw on decades of experience and have access to an in-house spare parts warehouse. For urgent emergencies, eXtra4 even has loaner units available to keep the labelling system functional at the customer's site.

Longevity through proper care

The inspection of a thermal transfer printer also includes the thorough cleaning of all functionally relevant parts. „Not infrequently, simply a lack of care is the reason for a disorder“, Hartmut Kasper knows from his day-to-day support work. „Although we carry appropriate care products and explicitly point out the importance of regular maintenance when selling a new machine, printers are often used by several people and no one feels responsible for maintenance.“

Isopropyl alcohol and a lint-free cloth are sufficient for cleaning the printing parts, alternatively a suitable cleaning pen. A special cleaner keeps the rubber of the rollers supple and non-slip. If print head and transport rollers are cared for every time the ribbon is changed, the service life of a thermal transfer printer can be seven or more years, depending on intensity of use.

Last resort: Recycling

If a thermal transfer printer is technically outdated and actually needs to be replaced by a new one for the labelling of jewellery and watches, eXtra4 checks whether the old device can remain in use for the customer in a different place than for the sensitive printing of jewellery labels, e.g. for simple address labels in the shipping department. Disposal is really the last option for eXtra4. The company often takes over old equipment itself for recycling and feeds its spare parts pool with parts that can still be used.

Sustainable printer service open for everyone

„Clients often are surprised by our repair proposal and then completely thrilled when they see the result“, reports support technician Hartmut Kasper. „Just recently, for example, we were able to return two defective label printers to a jeweller with shops in Aachen and Westerland, completely ready for use again. The general overhaul and repair of the 20-year-old devices cost a fraction of what they would have had to spend on equivalent replacements.“

The eXtra4 service for thermal transfer label printers not only includes brands and models that the company represents and carries in its own product range. Printers from other manufacturers are also serviced on request. Likewise, the range of services is not limited to existing eXtra4 clients. As within the support ticket system, everyone can benefit from sustainability in label printers with eXtra4 Labelling Systems. (3.560 digits incl. blancs)

Images with captions



Fig.1: Repair check of a defective old thermal transfer printer



Fig.2: eXtra4 technician Hartmut Kasper disassembles a thermal transfer label printer in need of repair



Fig.3: Aged label printer in the eXtra4 repair service



Fig.4: Hartmut Kasper, Support Technician at eXtra4



Fig.5: Care products for thermal transfer printers in the eXtra4 range