ARMOR attacks the textiles market:
AXR® TX, a new range of thermal transfer ribbon and receptor

ARMOR, market leader in the design and manufacture of thermal transfer ribbons dedicated to the printing of barcode labels, is now making strides into the textiles market. Based in Nantes (France), the manufacturer has taken four years to develop an ink perfectly adapted to highly-demanding textile media. A major new feature: in addition to the thermal transfer ribbon, for the first time ARMOR is also marketing a range of receptors composed of 10 care labels made of nylon, polyester and satin. With the new offering having required an equipment investment of €300k, ARMOR estimates it will be able to cover over 90% of its customers' requirements.

New ribbons and labels for the textiles market

In mid-April in Europe (and in June outside Europe), ARMOR is launching the AXR® TX, a new grade of thermal transfer ribbon dedicated to the printing of textile labels. And a major new first, ARMOR is supplementing the offering with a range of 10 print substrates: specially designed for the textiles market, they are made of nylon (3), polyester (2) and satin (5). They offer a variety of properties: printable on one side, printable on two sides, treated to avoid curling up during washing, stain resistant and width sizes of between 10mm and 120mm. Textile receptors are delicate products with a highly specific life cycle. To guarantee the excellence of its products, ARMOR has conducted a battery of tests, both internally and at external laboratories operating under AATCC[1] standards: washing, cold wash, ironing, sweat testing and skin test. The ribbon and labels of the AXR® TX range are also Oeko-Tex® certified. They can therefore be used for baby articles under the STANDARD 100 by Oeko-Tex® certification, Annex 4, Product Class 1.

Financial and human investment

With this new range of receptors, ARMOR is targeting the textile cutting field. It is an activity the manufacturer used to do several decades ago, when it used to slit typewriter ribbons made of polyester or nylon. ARMOR has invested €300k in the new slitting machine dedicated to textile ribbons. The slitting principle is the same as for thermal transfer ribbons, but the technique is totally different. It was therefore necessary to train operators in the use of the new equipment.

Innovation to conquer new markets

With this combined ribbon-label offering, ARMOR estimates that it is covering over 90% of market demand. It is an offering that supplements the demands of traditional customers who are yet to get to grips with the textiles market. But it also represents an opportunity to penetrate the existing market of the large textile label printing producers.

"*Innovation is an integral part of ARMOR's DNA. The AXR® TX product range has mobilized multiple departments: R&D, Sales, Marketing and IT. This collective effort now enables us to attack the textiles market with confidence",* states Yohann Froment, Marketing & Communications Director of ARMOR Industrial Coding and Printing.

About ARMOR
ARMOR specializes in the industrial formulation of inks and the coating of thin layers onto thin films. The Group is the global market leader in the design and manufacture of thermal transfer ribbons for printing variable traceability data on labels and flexible packaging. The European market leader in innovative and sustainable printing services and consumables, the Group is a pioneer in the development and production of industrial inks and innovative materials, such as organic solar films, coated collectors for electric batteries and bespoke filaments for additive manufacturing. With an international presence, ARMOR has nearly 1,900 employees in some 20 different countries. In 2018 it posted annual revenue of €265m. Each year the group invests nearly €30m in R&D. ARMOR is a responsible company committed to stimulating innovation within society. www.armor-group.com

---

[1] American Association of Textile Chemists and Colorists