



Effective Date: October 2002
Replaces DuraCoat® Printed Image Warranty

DuraCoat® Resin Ribbon Product Bulletin and Limited Warranty

INTRODUCTION:

IIMAK has done extensive testing of the image durability of resin thermal transfer inks printed onto a wide variety of media. We have tested in accelerated chambers that include UV, humidity, and temperature cycling. In addition, IIMAK has done extensive testing in real life situations over the last six years. As a result of this testing, IIMAK is able to offer the Printed Image Fade Limited Warranty described below on its DuraCoat® Resin Ribbon.

DESCRIPTION OF DURACOAT® RESIN RIBBON

Applications and Uses:

The user is solely responsible for determining the suitability of DuraCoat® Resin Ribbons for any use, purpose or application other than those set forth in the document "How to get the most out of your printed graphic when using DuraCoat® resin ribbons" and any such use, purpose or application shall be at the sole risk and liability of the user.

INSTRUCTIONS FOR USE

1. Printing Conditions. For optimal print results, thermal transfer printing should occur in the temperature range of 5°C (41°F) to 35°C (95°F) in 45% - 85% relative humidity. Printing with DuraCoat® Resin Ribbons should be completed only under normal vertical exposure conditions. This means that the face of the graphic is vertical 90 degrees plus or minus 10 degrees.
2. Storage / Product Life. DuraCoat® Resin Ribbons should be used within one (1) year of the original shipment date from IIMAK and stored in temperature conditions ranging from -5°C (23°F) to 40°C (104°F) at 20% to 80% relative humidity. Do not store in direct sunlight and avoid moisture. Recommended shipping conditions for up to one month duration are -5°C (23°F) to 45°C (113°F) at 20% to 85% relative humidity. Printed graphics should never be stored face to face. Always slipsheet graphics to prevent sticking to each other.
3. Written Processing Instructions. All graphics should also be printed in accordance with the printer manufacturer's recommended written processing instructions. If using a transfer tape, always use low tack and allow at least 15 minutes after printing before applying the low tack transfer tape.
4. Preparation of Surfaces / Application and Removal. Surfaces must be clean and dry prior to applying graphic.
5. Media. DuraCoat® ribbons can be successfully printed onto a variety of media. All ribbon testing has been optimized for print performance on Scotchcal 220 media. User must determine suitability of media in combination with DuraCoat® ribbons. **Media warranties are the sole responsibility of the media manufacturer and the DuraCoat® Image Warranty will never exceed the warranty of the media on which the image is printed.**
6. Maintenance and Cleaning. To clean graphics, use only mild soap and water to prevent damage to image. Never use commercial high strength cleaners on graphics. Never expose graphics to brush washing or power washing.

DuraCoat[®] Resin Ribbon Product Bulletin and Limited Warranty (Cont'd.)

DURACOAT[®] RESIN RIBBON PRINTED IMAGE FADE LIMITED WARRANTY AND DISCLAIMERS

IIMAK warrants that images properly printed and maintained in accordance with the instructions and specifications set forth in this bulletin will provide “Outdoor Fade Resistance” from the date of printing for the period stated below with respect to the applicable color. For purposes of this Limited Warranty, “Outdoor Fade Resistance” means no appreciable deterioration in the image making the image visually unacceptable for its intended application, as determined by the customary standards of the industry when viewed from its intended viewing distance.

IIMAK will, as its sole obligation under this Outdoor Fade Resistance Limited Warranty, replace or credit the price of any DuraCoat[®] Resin Ribbon that fails to provide Outdoor Fade Resistance for the applicable period set forth below.

The DuraCoat[®] Resin Ribbon Printed Image Fade Warranty is as follows, designated by color:

	5 YEAR	4 YEAR	3 YEAR
Process Colors			
Cyan		X	
Black	X		
Yellow			X
Magenta		X	
Ultra UV Yellow		X	
Spot Colors			
Black	X		
Super Opaque Black	X		
Super Opaque White		X	
Intense Red		X	
Ruby Red		X	
Tomato Red			X
Burgundy		X	
Sapphire Blue		X	
Blue		X	
Leaf Green			X
Golden Yellow			X
Sunflower Yellow			X
Ocean Blue		X	
Gray	X		
Forest Green		X	
Violet		X	
Reflex Blue		X	
Bright Blue		X	
Pine Green			X
Green		X	
Orange			X
Brown		X	
Yellow			X
Dark Gray			X
Olympic Blue		X	

WARRANTY PERIOD COMMENCES ON DATE OF GRAPHIC INSTALLATION

Subtract one year from the above for images in Texas, Louisiana, New Mexico, Caribbean, Florida, Arizona, Utah, Nevada, and Southern California.



DuraCoat[®] Resin Ribbon

Product Bulletin and Limited Warranty

(Cont'd.)

WARRANTY AGAINST PROCESSING FAILURE. In the event of a processing failure within one (1) year of the original shipment date from IIMAK, which processing failure is due to a defect in material or workmanship of a DuraCoat[®] Resin Ribbon, IIMAK will, at IIMAK's option, either: (i) provide a replacement ribbon at no charge, or (ii) issue a credit equal to the price paid by the Distributor for the defective ribbon. It is the graphic manufacturer's responsibility to perform incoming raw material quality inspections, to implement appropriate manufacturing process controls including in-process testing, and to immediately cease using and notify IIMAK of any DuraCoat[®] Ribbon believed to be defective.

LIMITATIONS APPLICABLE TO ALL WARRANTIES.

THE EXPRESS WARRANTIES SET FORTH IN THIS LIMITED WARRANTY ARE IN LIEU OF AND EXCLUDE ANY AND ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

IN NO EVENT SHALL IIMAK BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO, LOSS OF PROFIT, LOSS OF USE OR PRODUCTION OR LOSS OF CAPITAL.

IIMAK'S LIABILITY ON ANY CLAIM OF ANY KIND SHALL IN NO CASE EXCEED THE AMOUNT EXPRESSLY PROVIDED FOR IN THIS WARRANTY. THIS LIMITATION APPLIES REGARDLESS OF WHETHER THE DAMAGES ARE SOUGHT BASED ON BREACH OF WARRANTY, BREACH OF CONTRACT, NEGLIGENCE, STRICT LIABILITY IN TORT, OR ANY OTHER LEGAL THEORY.

NO WAIVER, ALTERATION, ADDITION, OR MODIFICATION OF THIS LIMITED WARRANTY SHALL BE VALID UNLESS MADE IN WRITING AND SIGNED BY AN AUTHORIZED REPRESENTATIVE OF IIMAK.

IIMAK products covered by this Limited Warranty are intended only for use by professional users and only for the intended uses and applications described in this Product Bulletin. Before using DuraCoat[®] Resin Ribbons for any other application, user shall determine the suitability of the product for its intended use and user assumes all risk and liability in connection therewith.

ADDITIONAL EXCLUSIONS FROM WARRANTIES. The Limited Warranties set forth herein are not applicable with respect to any of the following:

1. Failure to follow the instructions and specifications set forth in this bulletin.
2. Slight reductions in gloss, chalking and slight color change from natural weathering as the image ages, provided that the message can still be clearly understood and visual identity is not severely impeded. IIMAK shall be the final arbiter as to whether deterioration of an image is within the normal expectancy of aging and color change and whether the image no longer conforms to the intended purpose.
3. Images printed using another brand of ribbon in combination with DuraCoat[®] Resin Ribbons.
4. Glass breakage. Glass is prone to break under the stresses caused by temperature changes across the surface, which could be amplified by the application of vinyl film.

DuraCoat[®] Resin Ribbon Printed Image Fade Limited Warranty (Cont'd.)

5. Products that have been modified or damaged through misuse, abuse, accident, vandalism, neglect, or mishandling.
6. Unless specifically set forth in a DuraCoat[®] product or instructional bulletin, premature failure caused by chemical or mechanical means such as, but not limited to, cleaning solutions, paints, solvents, high pressure washing equipment, mechanical washing equipment, engine fuel spills, engine exhaust, steam, organic solvents or other spilled chemicals.
7. Graphics applied to unsound surfaces or surfaces that subsequently crack, peel, or become damaged beneath the graphic.
8. Graphics completed on media determined by IIMAK to be defective.
9. Damage caused by acts of God, including but not limited to, extreme weather, tornadoes, fire, lightning, earthquakes, acts of war, acts of terrorism, hail, structural failure or other conditions beyond the control of IIMAK.
10. New applications using over \$5,000 of IIMAK DuraCoat[®] ribbons unless, prior to installation, user obtains written warranty confirmation and registration through IIMAK Sales Representative. User must provide to IIMAK digital pictures of graphics prior to installation as well as color names and lot numbers of specific ribbons used. Contact your Sales Representative for further details.

Notification of Claim:

This Limited Warranty requires that IIMAK be notified in writing, using the then current warranty Claim Form (copy attached hereto, as the same may be amended, modified, or replaced from time-to-time), of any claim within 30 days of the date on which the reason for the claim arises. Claim notifications must include name and lot numbers for films and processing components, report of processing conditions and in process test results, finished decal/graphic, installation date and location, name of graphic installer, and any other information requested by IIMAK. IIMAK reserves the right to inspect all reported claims. Failure to comply with this procedure for reporting claims constitutes a waiver of all rights under this Warranty.

DuraCoat[®] Resin Ribbon Printed Image Fade Warranty Claim Form

Notification of Claim:

This Limited Warranty requires that IIMAK be notified in writing of any claims within thirty (30) days of the date on which the reason for the claim arises. IIMAK reserves the right to inspect all reported claims and to additional information with respect to any claim. Failure to comply with this procedure for reporting claims constitutes a waiver of all rights under this Warranty.

Graphics using over \$5,000 of IIMAK DuraCoat[®] ribbons require advance warranty confirmation and registration through your IIMAK Sales Representative. Requires digital pictures of graphics prior to installation along with color names and lot numbers of specific ribbons used. Contact your Sales Representative for further details.

1. Ribbon(s) Color/Part Number	
2. Quantity of Ribbons	
3. Distributor/Contact Purchased From	
4. Date Ribbons Were Purchased from Distributor	
5. Date Graphic was Produced	
6. Printer Make and Model that Graphic was produced on	
7. Description of Graphic including Quantity/Size	
8. Description of Media used – Brand, Lot number, Product Code	
9. Date and Location where Graphic was installed	
10. Name and Contact Info of Graphic Installer	
11. Intended Application	
12. Written explanation of failure	

Distributor Name & Signature _____	Date _____
Graphic Producer Name & Signature _____	_____
End user Customer Name & Signature _____	_____



How To Get the Most Out of Your Printed Graphics When Using DuraCoat® Resin Ribbons

1. Ribbon cartridges should be stored in boxes when not in use to prevent particle contamination. Do not store ribbons in direct sunlight and avoid moisture.
2. DuraCoat® Resin Ribbons should be used within one (1) year of the original shipment date from IIMAK and stored in temperature conditions ranging from -5°C (23°F) to 40°C (104°F) at 20% to 80% relative humidity. For optimal print results, thermal transfer printing should occur in the temperature range of 5°C (41°F) to 35°C (95 °F) in 45% - 85% relative humidity. Recommended shipping conditions for up to one month duration are -5°C (23° F) to 45°C (113°F) and 20% to 85% relative humidity.
3. Always understand the intended application for the graphic you are producing so as not to disappoint customers. User must determine suitability of media used with DuraCoat® ribbons.
4. Never subject graphics to brush washing or power washing. Always clean graphics with mild soap and water only.
5. If using a transfer tape, try using low tack. Allow prints to set at least 15 minutes after printing prior to applying low tack transfer tape. Never store prints print-side to print-side without slip sheets between to prevent graphics from sticking to each other.
6. Advise customers that digitally printed DuraCoat® graphics are not warranted with respect to failures caused by cleaning solutions, paints, solvents, high pressure washing equipment, mechanical washing equipment, gasoline, engine fuel spills, engine exhaust, steam, organic solvents or other spilled chemicals. If prints are to be exposed to such conditions, lamination is recommended.
7. Advise customers that DuraCoat® graphics are not warranted with respect to products modified or damaged through misuse, abuse, accident, vandalism, neglect or mishandling.
8. Advise customers that the DuraCoat® Resin Ribbon Printed Image Fade Warranty applies to vertically applied graphics only applied at 90 degrees plus or minus 10 degrees.
9. Advise customers that premature failure due to acts of God, including but not limited to, extreme weather, tornadoes, fire, lightning, earthquakes, acts of war, acts of terrorism, hail, structural failure or other conditions beyond the control of IIMAK are not covered under IIMAK's limited warranty for DuraCoat® Resin Ribbons.
10. Advise customers that warranty coverage with respect to graphics using over \$5,000 in IIMAK DuraCoat® Resin Ribbons requires written warranty confirmation and registration through IIMAK Sales Representative prior to installation. User must provide to IIMAK, through their distributor, digital pictures of graphics prior to installation as well as color names and lot numbers of specific ribbons used. Contact your Sales Representative for further details.