



## AG2 'Swap Out' Promotion

Win back any lost TOSHIBA ribbon business

During the last few years Toshiba™ with Armor's™ support have driven down the pricing of the Toshiba AG2™ ribbon brand in the UK market. AG2™ is now sold in the UK market at prices that are nearly 30% lower than sold across Europe helping to remove value and margin in this very competitive market. There has been a campaign to identify non Toshiba branded ribbons and offer supported prices to Toshiba™ dealers to help replace this business with the AG2™ brand.

If you have lost thermal transfer ribbon business to this aggressive pricing policy during the last few years then TTS want to support you as our partners to help win this ribbon business back. We are going to offer our own version of the AG2™ 'swap out' promotion and this is open for all TTS partners to help support you. Of course, this promotion is also available for all companies looking to secure new business.



The special pricing applies to all qualified opportunities where it is confirmed that the end user is already buying the Toshiba™ AG2™ brand. It is offered to help support you by using your own custom brand and not used with the NEX20 reference. A minimum individual order quantity of 100 ribbons per shipment is required but this can be made up from more than one size.

TTS will offer a complete onsite annual maintenance program at very competitive prices to help you support your customers when they move away from the Toshiba Branded AG2 ribbon. We will also be able to supply print heads at very competitive prices along with our own print head warranty when using TTS ribbons.

**Please contact your TTS business development manager for more information regarding this new promotion.**

Take advantage of this promotion today helping you secure more additional ribbon sales.

*The images used are for illustrative purposes only. Please note that the TTS range of thermal transfer ribbons, annual maintenance contracts and thermal print heads are not in any way endorsed or approved by the Toshiba Corporation.*

*Use of these products / services may invalidate any existing warranties.*

*TTS will offer our own warranty where required which will match that offered by the OEM.*



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All of our newsletter stories from any month can be found on our website!

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