

## Datacard® Certified Supplies for the Datacard® SP35 Card Printer

### Ensure peak performance with the very best supplies

Insist on only using Datacard® Certified Supplies for your Datacard® SP35 card printer. Designed exclusively for this model, our printheads, ribbons and cleaning supplies can help you achieve the best image quality, most reliable printer performance and lowest possible cost-per-card. Datacard® ribbons also leverage our patent-pending RF (radio frequency) technology to provide automated color and image density adjustment, ribbon usage tracking and ribbon conservation.

### Smart ribbons in the truest sense

When you load a Datacard® ribbon into the SP35 card printer, the printer immediately confirms that the proper ribbon type is installed for the current job. The driver then automatically adjusts printer settings to match the ribbon type, helping to ensure the best possible image quality on the cards. The printer and supplies continue working together to track print ribbon consumption and notify you of impending ribbon replacement.

The SP35 card printer features Datacard® proprietary ribbons designed specifically for the SP35 card printer. When the printer recognizes that a Datacard® ribbon is installed, all enhanced product features are enabled and successful card printing can begin. The printer will only print color images when Datacard® proprietary color ribbons are installed. Datacard is your exclusive source for proprietary ribbons for the SP35 card printer.

### Remarkable image quality

Datacard® color panel ribbons for the SP35 card printer tap into our exclusive Advanced Imaging Technology™ to give you extremely crisp, vivid photos, graphics and text on full- or one-color cards. On-screen image controls enable smooth, uniform solid backgrounds, improved color matching with cameras and clearly defined edges and fine text. We also offer a range of high-quality Datacard® monochrome ribbons for reliable single-color card printing.

### Maximum ribbon yields help reduce costs

Datacard's ribbons for the SP35 card printer offers high-yield rolls. Each ribbon is longer, allowing for more images per roll. But that is just the beginning.

The SP35 card printer also features our exclusive Ribbon Saver feature. When printing with Datacard® monochrome ribbons, the printer advances the ribbon just enough to print an image, rather than the traditional full card width advancement. This feature can potentially double the standard yield of your Datacard monochrome ribbons!

Datacard color panel ribbons also take advantage of the Ribbon Saver feature. The SP35 card printer has smart features that automatically identify the color panel ribbon without the need to advance the ribbon, saving one complete panel set during each printer initialization.

### Installation is a snap

If you think operating the SP35 card printer is easy, try replacing the supplies. Print ribbons and cleaning rollers snap right into place with no tools or additional adjustments required. Printheads practically align themselves. Simply open the printer's cover, swap old for new and resume printing.

### Convenient supply kits

Datacard understands that producing quality card images takes a combination of quality ribbons and a well-maintained, quality printer. One of the simplest ways to help keep your printer maintained properly is to perform regular cleaning operations.

For the SP35 Card Printer, we have simplified this process by including an alcohol cleaning card and adhesive cleaning sleeve in every box of ribbons, all ordered using a single item number. Now, when it is time to replace your ribbon, you will always have cleaning supplies available to help maintain optimum performance. Additional cleaning supplies and accessories can also be ordered separately.



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# DatacardGroup

### Your best choice for supplies

Protect your investment in Datacard® solutions by only using Datacard® Certified Supplies. You can count on Datacard for all your supply needs. We engineer superior performance and unwavering reliability into every system-matched supply item we offer. For you, that means smooth printing, brilliant image quality, high security and exceptional performance. Worldwide representation creates a fast, direct connection with the supplies and support you need, when and where you need them. To ensure you are using Datacard Certified Supplies, look for ribbons that feature our distinctive and exclusive *blue* cores.

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Supply Type	Item Number	Description	Yield
<b>SP35 ribbon kits*</b>			
Color panel ribbons with Advanced Imaging Technology™	552854-504	YMCKT full-color ribbon kit with inline topcoat	500 cards
	552854-509	KT black ribbon kit with inline topcoat	1,000 cards
Monochrome ribbon kits	552954-501	Black	1,500 cards
	552954-502	Dark blue	1,500 cards
	552954-503	White	1,500 cards
	552954-504	Red	1,500 cards
	552954-507	Silver	1,500 cards
	552954-513	Wavy scratch-off	1,500 cards
Cleaning supplies	552141-002	Alcohol cleaning cards** (10/pack)	N/A
	549716-001	Adhesive cleaning sleeves** (5/pack)	N/A
	557492-001	Alcohol cleaning pen	8 uses
Replacement printheads	551439-999	Color printhead	N/A
	551439-998	Monochrome printhead	N/A
Accessories	551516-999	Ribbon cartridge assembly (ribbon not included)	N/A
	597640-001	StickCards™ adhesive-backed plastic cards (100/pack)	N/A

Y = Yellow      M = Magenta      C = Cyan      K = Black      T = Inline Topcoat

\* Ribbon kits include all necessary cleaning supplies for the SP35 printer's daily operations. Each kit includes one ribbon, one alcohol cleaning card and one adhesive cleaning sleeve.

\*\* Additional alcohol cleaning cards and cleaning sleeves can also be ordered separately.

#### SUPPLIES WARRANTY

DataCard warrants that for a period of twelve (12) months from the date of DataCard's shipment, all DataCard® supplies shall conform to DataCard's published specifications for such supplies and be free from defect in material and workmanship. DataCard's warranty is conditioned upon its customer's storage and use of the DataCard® supplies in accordance with DataCard's published recommendations. EXCEPT FOR THIS LIMITED WARRANTY, DATACARD HEREBY DISCLAIMS ALL OTHER WARRANTIES, EXPRESS AND IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. DataCard's sole obligation for breach of this warranty, and our customer's exclusive remedy, shall be a credit or replacement of the quantity of the DataCard® supplies that do not meet this warranty. In no event shall DataCard be liable for indirect, incidental, special or consequential damages, even if DataCard has been advised of the possibility of such damages.

#### PRINTHEAD WARRANTY

DataCard warrants that its replacement printheads shall be free from defect in material and workmanship for the period of time specified in DataCard's published specifications. The warranty period shall commence on the date of installation of the printhead. This limited warranty does not cover printhead failure that results from accident, abuse, misuse, unauthorized modification or maintenance to the printhead, printer or software, or the use of non-DataCard supplied peripherals, supplies, or software. EXCEPT FOR THIS LIMITED WARRANTY, DATACARD HEREBY DISCLAIMS ALL OTHER WARRANTIES, EXPRESS AND IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. DataCard's sole obligation for breach of this warranty, and our customer's exclusive remedy, shall be a replacement of the defective printhead, or a refund of a pro-rated portion of the purchase price based on the remaining term of the original warranty. A replacement printhead will carry the same warranty as a new printhead. DataCard reserves the right to inspect any printheads for which warranty service is requested. In the event you believe a printhead is defective you should call your authorized DataCard® service provider for assistance. In no event shall DataCard be liable for indirect, incidental, special or consequential damages, even if DataCard has been advised of the possibility of such damages.

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