



March 14, 2008

## TO OUR INDUSTRY PARTNERS:

With the recent announcement that DNP may acquire Sony's thermal transfer ribbon business, we understand that there may be some concerns on the consistency of supply, product elimination and just how this industry consolidation may affect your business. To our customers and potential customers, we wanted to take a moment to express our continued commitment to our channel partners and the global TTR marketplace. With more than 15 years of experience in manufacturing, converting and distribution of thermal transfer ribbon to customers around the world, ITW Thermal Films brings extensive knowledge and expertise to your business, and has been leading the way in the AIDC industry.

We also believe that our strong worldwide infrastructure and global coating capabilities, along with the investments that ITW Thermal Films has made and continues to make, allow for us to continually provide you with the highest quality TTR products, services and solutions in the industry. As a division of U.S. based Illinois Tool Works Inc. (ITW), a Fortune 200 diversified manufacturing company with \$16.2 billion in revenues, and 825 business units in 52 countries -- we have the resources and assets in place to operationally support your business now and moving forward. We bring significant benefits to you, our customer including:

- **Product Breadth** - Our TTR product formulations cover 95% of today's applications! In addition, if you are looking for a specific Sony formulation, we have proven drop in replacement products for the majority of your application needs.
- **Technology Leadership** - Cutting edge technology, combined with extensive research, development and testing capabilities.
- **Global Reach** - While global in scope, our decentralized structure allows us to maximize our operational efficiencies and apply the correct resources to support your needs on a local level.
- **Premier Customer Service** - We make ordering and receiving your TTR products a hassle-free task with same day shipping on all stock products, on-time deliveries and quality products that consistently meet our customer's requirements.
- **TTR Almanac™** - Provider of the only online tool in the industry that allows you to quickly get print test results of TTR on various stocks and printers. For immediate print test results visit: [www.ttralmanac.com](http://www.ttralmanac.com)

As the landscape of the TTR industry continues to evolve, ITW Thermal Films is well poised to meet the growing demands and quality needs of the marketplace. We are 100% committed to providing TTR products and value-added services that help you work more efficiently and cost effectively. Should you have any questions or need assistance with an upcoming order, please do not hesitate to contact us, or send an e-mail to: [info@itwthermalfilms.com](mailto:info@itwthermalfilms.com). We look forward to continuing to supply you with your TTR needs along with meeting the opportunities that this recent change in our industry presents.

Sincerely,

Pete Gallette  
General Manager  
ITW Thermal Films