

# IBM® Brand Paper Media Products

## IBM Brand Product Value Proposition

FEATURE	BENEFIT
Products meet OEM specifications and IBM RSS certification for thermal paper grades	Use of IBM approved thermal grades means less printer downtime and lower maintenance costs. Money, time & aggravation saved.
Product warranty	Backed by a 100% performance satisfaction guarantee.
IBM Branded packaging	Recognized for quality and reliability worldwide.
Extensive printing capabilities	Offset and flexographic capabilities for customization and security printing applications. POS receipt acts as an enhanced marketing tool and security printing deters retail receipt fraud.
Complete product line offering	All products available from a single source.
Nashua's financial stability	Reliability of supply and consistent quality.
High quality materials	Exceptional material quality means customer satisfaction with end product.
Guaranteed footage	Rolls run to exact footage. Customer receives what they expect and paid for.
Optimal print quality	Crisp, clear images for easy to read receipts.
Long image life paper grades available	Archival paper properties means image lasts longer which helps with accurate record keeping and return policy.
Quick Ship program	Stock product ships within 48 hours. Less inventory on the floor means less cost exposure.
Professional sales assistance	Nashua area sales managers are available nationwide to support this program and product line.



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