

ARMOR-IIMAK Launches AWR XL

A Game-Changer in the world of Thermal Transfer printing

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Nantes, France – August 01, 2025 – ARMOR-IIMAK, the global leader in Thermal Transfer ribbon technology, proudly announces the launch of **AWR XL**, a revolutionary wax ribbon that redefines the standards of **sustainability, performance, and efficiency** in Thermal Transfer label printing.

Unveiled ahead of its official showcase at **LabelExpo Europe 2025 in Barcelona**, AWR XL is designed for flat-head printers and traditional applications such as **logistics, retail, and shipping**. It delivers a powerful combination of **eco-conscious innovation** and **operational excellence**, setting a new benchmark in the wax ribbon category.

Sustainability Meets Performance

AWR XL is the **first wax ribbon** to feature a **100% solvent-free formulation**, including the backcoat, and is manufactured using an **ultra-thin 3.35µm PET film**—the thinnest in the industry. This breakthrough results in:

- **Up to 26% less plastic waste**
- **830g of CO₂ emissions saved per roll**
- **Significant reductions in packaging and core waste**

These features make AWR XL a compelling solution for companies seeking to align with growing environmental regulations and sustainability goals.

Efficiency That Delivers

With its **extra-long roll length**, AWR XL offers **up to 40% more printer uptime**, reducing roll changes and boosting productivity. This translates into:

- **Lower operational costs**
- **Reduced storage and logistics needs**
- **Enhanced workflow efficiency**

Despite its environmental and operational advantages, AWR XL maintains the **high-quality print performance** ARMOR-IIMAK is known for, while requiring **less printhead energy** to achieve optimal results.

A Strategic Addition to the Wax Range

Positioned alongside AWR 1 and AWR 8, AWR XL strengthens ARMOR-IIMAK's wax ribbon portfolio, offering distributors and partners a **differentiated, value-added solution** in a traditionally price-driven market.

"AWR XL is more than a product launch—it's a statement of our commitment to innovation and sustainability," said Yohann FROMENT, Senior VP Marketing at ARMOR-IIMAK. "We're proud to offer a ribbon that not only meets the performance expectations of our customers but also supports their environmental goals."

Discover AWR XL at LabelExpo Europe 2025

Attendees of **LabelExpo Europe in Barcelona this September** will have the opportunity to experience AWR XL firsthand and see how it's shaping the future of Thermal Transfer printing. ARMOR-IIMAK stand is L44

ARMOR-IIMAK, an ARMOR Group company, designs and manufactures 2.5 billion m2 of Thermal Transfer ribbons each year, dedicated to printing variable data on labels and flexible packaging for product identification and traceability.

With more than 1,500 employees, ARMOR-IIMAK is the world leader in its sector and benefits from international industrial coverage thanks to its three coating sites (America, Asia, Europe) and some 20 slitting sites. www.armor-iimak.com

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