

THE MAXSTICK® ADVANTAGE

Why is MAXStick® Necessary? Part 1 of 3

MAXStick® provides a more cost-effective & efficient workflow solution.

- Great increase in order accuracy, as the label **stays** with the order through to customer.
- Without a bulky liner, there are more labels per roll (up to 60%).
- Less time changing rolls, increasing time spent on production.
- Less storage space needed, and less inventory required on hand.
- Less overall weight resulting in lower transportation costs.
- Unlike other Acrylic and Hot Rubber Melt pressure sensitive adhesives, the adhesive used on MAXStick® does not leave residue in the printer or on the cutting mechanism.
- Cutting through the MAXStick® adhesive will not effect the lifespan of the printer.
- **Up to 60 miles tested (2,000,000 cuts) on certified MAXStick® Printers.**



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Why is MAXStick® Necessary? Part 2 of 3

Besides being a more cost-efficient workflow solution, MAXStick® is right for our environment.

How? MAXStick® eliminates the need for wasteful non-biodegradable siliconized label liner.

After our client-supported confidential analysis, a very large national firm realized that **every year** they were putting the equivalent of more than 55 square miles of **non-biodegradable** liner into landfills.

That was more than 26,450 football fields, more than 35,000 acres, or almost three islands of Manhattan in area *every year!*

Sadly, they had been doing this for almost two decades...

Using MAXStick®, they no longer throw thousands of tons of plasticized paper into our Earth's landfills!

(Footnote: thousands of quick food and beverage service companies with hundreds of thousands of store locations still use lined labels.)



THE MAXSTICK® ADVANTAGE

Why is MAXStick® Necessary? Part 3 of 3

Besides being a more cost-effective and eco-friendly solution,
MAXStick® is right for our bodies.

**Standard thermal papers/receipts have had bisphenol (BPA/BPS)
as part of their material ingredient for decades.**

BPA: Proven harm to brain function, behavior and prostate development in young children;
many other effects triggered by hormone disruption

BPS: Proven cause of hormone disruption in developing and mature adults.

Nontoxic MAXStick® is 100% Bisphenol-free – 100% BPA/BPS-free.

MAXStick® is safe to touch and safe to eat. Really.



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How does MAXStick® complement end-users today?

Answer: MAXStick® works with most POS systems clients have *right now*.

Able Systems	DIGI	Logic Controls	POS X
Axiohm	Epson	Manufacturer	Seiko Instruments
Bixolon	Extech	Martel	Sewoo
Brother	Fujitsu	Microcom	Star Micronics
Citizen Systems	GoDEX	NCR	Toshiba TEC
CognitiveTPG	Hwasung	Nippon Primex	Transact
Custom Engineering	Infinite Peripherals	O'Neil/Datamax	Wincor Nixdorf
Diebold Nixdorf	Intermec	OKI Data	Woosim

Rigorously certified to work with 65 current makes and models of existing thermal printers,
so using MAXStick® ***doesn't require workflow redesign***.

Also, MAXStick® ***replaces the current time-consuming processes*** of printing a receipt and taping to product *or* using lined labels which hold less than half the number of labels per roll – requiring twice the amount of roll changes.

