



KT 48 F20 – Do it the light way!

Why should I switch to KT 48 F20? KT 55 F20 perfectly fits my needs...

Sure, but if we offered you a paper which delivers all the performance and convenience you expect but with additional benefits for you and your customers? Sounds interesting? Less weight, less cost – it's just as simple as that...

Because of its thinner caliper, KT 48 F20 provides almost 15 % more length per master reel. So instead of the 12,000 m on a 55 gsm reel, KT 48 F20 gives you 13,500 m. That's the only difference. In all other respects, our 48 gsm paper provides the same print speed, image quality, printability, reliability, performance and ease of use you expect from a Koehler Thermal Paper. And it is of course approved by major OEM manufacturers such as IBM or Epson.

But how about the additional benefits for you? Since each reel will be longer you will need fewer reels in total which translates to approximately:

- 15 % less waste of paper
(you throw away only the beginning / end of a roll, so less reels equals to less waste)
- 15 % less cores when the reels are converted
- 15 % less time lost changing reels
- 15 % less storage space and storage costs
- 15 % less transportation costs
- 15 % less CO₂ during paper production, conversion and transportation
⇒ **productivity gain for no extra cost!**

Are you already convinced or do you still need some more arguments? How about the benefits for your customers, typically large retail stores?





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One thing that all retailers have in common is that they do not like to see their customers queuing forever. So if you delivered them for example 92 m cash rolls instead of 80 m, or 46 m credit card rolls instead of 40 m, but with the same outside diameter this would immediately translate to approximately:

- 15 % less waste of paper
 - 15 % less time wasted changing rolls in store
 - 15 % more receipts per roll
 - 15 % more customers served per roll
 - 15 % less cost of transportation
 - 15 % less storage space & storage cost
- ⇒ **productivity gain and more time to spend serving their customers**

Have we finally succeeded in convincing you? No? Big supermarket chains like Walmart, Tesco, Carrefour or Aldi are already convinced of the advantages of KT 48 F20.... And finally, it means less time spent for queuing at the supermarket checkout for all of us!

