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## Frequently Asked Questions Using NaturaLink® in your Brother® GT-541 DTG Printer

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**Q: What is NaturaLink®?**

**A:** NaturaLink-B is a DTG (Direct to Garment) ink, developed by Sawgrass Technologies to replicate Brother® International’s ink for its GT-541 garment printer. NaturaLink is a water-based pigment ink, environmentally friendly, and with high performance properties.

**Q: Why should I buy this ink?**

**A:** You will save money—the price is lower than that of OEM inks—while sacrificing nothing in return. Indeed, you have everything to gain and nothing to lose. You will obtain similar and, in some cases (such as wash fastness) better performance at a lower cost. NaturaLink ink creates a direct chemical bond with the cotton fibers in your garment, so there is no *hand* left behind, while yielding rich, vibrant colors that last. This chemical bond enables the garment to stand up to multiple washes, resulting in superior wash fastness. In addition, the ink was designed to be both environmentally (it is water based) and chemically friendly to you and your printer. The unparalleled stability of NaturaLink provides for superior printer performance and reduced downtime.

**Q: How does the wash fastness of NaturaLink compare to that of other DTG inks?**

**A:** NaturaLink has superior wash-fastness! After five washes, in a side-by-side comparison, NaturaLink has substantially less loss in optical density than Brother inks (see table below). This means that your prints will stay brighter longer. **Optical density (OD)** is a measure of the intensity of the color in a printed image. The higher the OD, the more intense the color. Over time, and with repeated washes, colors fade. A faded color is a color that has lost intensity, and has, therefore, a lower OD—the result of OD loss. For comparison purposes, a lower OD loss, in percentage terms, is shown as an improvement in wash-fastness in the table below.

Wash Fastness Comparison – NaturaLink vs. OEM Inks			
	Optical Density (OD) Loss after 5 Washes		
Color	NaturaLink®	Brother®	% Improvt.
Cyan	17.15%	18.62%	7.9%
Magenta	11.34%	16.60%	31.7%
Yellow	13.26%	17.22%	23.0%
Black	10.73%	23.40%	54.1%

**Q: What special precautions should I take before installing this ink in my printer?**

**A:** For optimum printing performance, make sure that there is no original ink left in the cartridge you are refilling. The small amount of original ink remaining in the in the lines and dampers will not have a noticeable effect on printability. NaturaLink ink B is directly compatible with the Brother® International ink you have been using, and extensive testing has shown no difference in behavior in the GT-541 DTG printer.



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**Q: Can I install NaturaLink directly in my Brother® GT-541 printer?**

**A:** Yes. NaturaLink B was developed specifically for your Brother® GT-541 printer. As a result, you may simply replace an empty Brother® cartridge with a new one containing NaturaLink B without concern. You are unlikely to notice performance differences, except for an improved wash-fastness.

**Q: Can Brother® void my warranty if I use a third-party ink?**

**A:** No. In the United States, the Magnuson-Moss Warranty Improvement Act of 1975, as well as the Sherman and Clayton Antitrust Acts that precede it, stipulate that a manufacturer cannot void your warranty for using third-party ink or cartridges. It is thus against US law for a printer manufacturer to void your warranty. Warrantors cannot require that only branded parts be used with the product in order to retain the warranty. This is commonly referred to as the "tie-in sales" provisions, and is frequently mentioned in the context of third-party computer parts, such as memory and hard drives.

Federal Trade Commission:

<http://www.ftc.gov/bcp/edu/pubs/business/adv/bus01.shtm#Magnuson-Moss>

Other Sources:

- [http://en.wikipedia.org/wiki/Magnuson-Moss\\_Warranty\\_Act#cite\\_note-2](http://en.wikipedia.org/wiki/Magnuson-Moss_Warranty_Act#cite_note-2)
- [http://en.wikipedia.org/wiki/Magnuson-Moss\\_Warranty\\_Act](http://en.wikipedia.org/wiki/Magnuson-Moss_Warranty_Act)
- <http://www.supermediastore.com/will-compatible-ink-toner-cartridge-void-printer-warranty.html>

**Q: What are the differences between NaturaLink and other DTG inks?**

**A:** This question demands a two-part answer. (1) There is no difference in color rendition, or chemical behavior that your printer can detect, between NaturaLink and the Brother ink (2) There are differences in performance and price—NaturaLink yields an improved wash fastness at a lower price.

**Q: What about curing?**

**A:** There is no difference in the curing parameters between NaturaLink B and Brother ink.

**Q: What is the shelf life of this ink?**

**A:** NaturaLink can be stored safely in a standard office environment (60 - 80° F, 40 – 60% R.H.) for up to 12 months.

**Q: Will I save money with this ink?**

**A:** Yes, your printing cost will be lower.

**Q: How do I order this ink?**

**A:** You can purchase NaturaLink right here at our on-line store at <http://store.myenmart.com/Category90>