deli

USER MANUAL

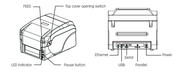
Thermal Transfer Printer

S351/S352

1. Physical Appearance and Components

LED indicator light description:

- ON LINE-Powerindicator
- ERROR-Error indicator
- RIBBON-carbon strip status indicator



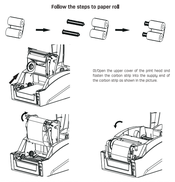
Product standard number: QB/T 2880 "General Specification for Thermal Printers"

Attention:
The transmission interface and appearance of the printer in the picture may vary depending on the type of model you purchased. Please refer to the actual product for the actual transmission interface and appearance.

2. Installing Carbon Strips

- Thermal printing, no need to install carbon tape, this step is omitted
- Thermal transfer printing, factory default support for external carbon printing. Please confirm that the carbon tape you are using is external carbon
- When the width of the carbon belt is less than 110mm, please place the carbon belt in the middle position of the carbon belt shaft.

Follow the steps to paper roll



01.Pull all the carbon belt shaft at the recycling end, wrap the carbon belt shaft around the print head and clip it back into the carbon and bring it back to the recycling end.

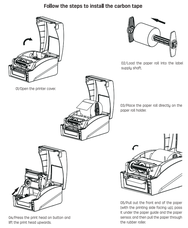
02.Open the upper cover of the print head and fasten the carbon strip into the supply end of the carbon strip as shown in the picture.

03.Rotate the carbon back to the receiving end to tighten the carbon belt and press down on the print head.

3. Loading the Paper Roll

- If it is a small core paper roll, there is no need to use a paper roll sleeve.

Follow the steps to install the carbon tape



01.Open the printer cover.

02.Load the paper roll into the label ready shaft.

03.Place the paper roll directly on the paper roll holder.

04.Press the print head on button and lift the print head upwards.

05.Pull out the front end of the paper roll and place it on the paper roll holder. Fold it under the paper guide and the paper sensor, and then pull the paper through the cutter roller.

4. General Key Functions

Paper feed
When the printer is ready (the blue LED light is constantly on), press the FEED button and the label paper will move to the front of the next label paper.

Suspend
When the printer is printing continuously, pressing PAUSE will pause printing. At this time, the power indicator light is flashing blue. Press the button again and the printing process will resume normal.

Power on function
This printer has six startup functions that can be used to set or test the hardware of the printer. Press and hold the button at the same time when turning on, and then release the button with the light signal to activate these functions.

5. DIP Toggle Switch Function

After the bottom cover of the printer is removed, there will be a row of 8-position small switches representing different functions, as follows:

DIP toggle	Function	ON	OFF
1	Buzzer switch	Buzzer off	Buzzer on
2	Knife switch	Knife on	Knife off
3	Carbon strip detection switch	Carbon strip detection off	Carbon strip detection on
4	Sensor sensitivity switch	High sensitivity	Normal sensitivity
5	Power on paper feed switch	Power on without paper feeding	Turn on paper feeding function
6	Face Sheet Settings	Open	Close
7&8	Baud rate setting	-	Default value

Baud rate

7	8	Baud rate
OFF	OFF	9600
OFF	ON	19200
ON	OFF	38400
ON	ON	115200

Example

*Some models do not support the toggle switch function, please ignore the instructions

6. Please follow the following steps to activate the power on function

1 Power on self-test
A. Turn off printer power
B. Confirm that the printer has been loaded with paper and cover it with the printer cover
C. Press and hold the FEED button, and turn on the printer power. At this time, the printer will print a self detection test page. Release the feed button

2 Print toggle switch function
A. Turn off printer power
B. Confirm that the printer has been loaded with paper and cover it with the printer cover
C. Press and hold the PAUSE key, and turn on the printer power. At this time, the printer will print out the dial switch function page. Release the PAUSE key

3 Printer initialization (applicable to 3-inch and 4-inch models)

A. Turn off printer power
B. Press and hold the PAUSE and FEED keys simultaneously, and turn on the printer power until the power (blue) light is on and the error (red) light is off. Release the PAUSE and FEED keys, and the printer will clear the user data from its internal memory and restore the printer parameters to their default factory settings

4. Carbon strip detection
The machine will automatically detect the status of the carbon tape during each thermal transfer printing mode

7. LED Indicator Light Description

Direct Thermal

LED Indicator status	Explain
ON(LINE) Blue light on	The printer is functioning properly.
ON(LINE) Blue light flashing	Printer paused
ERROR) The red light flashes once	Opening the printer cover
ERROR) The red light flashes twice	Printer out of paper
ERROR) The red light flashes three times	Gap/Black Label Mode Error
ON(LINE) Double flashing blue and ERROR) red lights	Printer overheating

Thermal Transfer Printing
Attention:
The carbon strip indicator light works independently of the power and error lights, and the following states can coexist with any of the above indicator light states.

LED indicator status	problem
RIBBON) Green light on	Carbon strip made
RIBBON) Green light flashing	Carbon tape error

※ The buzzer needs to be turned on to sound. Please refer to the function of the toggle switch for details.

WARRANTY CARD

Thank you for your purchase of our products. The interests of customers who purchase our products will be protected. For any malfunction due to product quality problems, please contact authorized local dealers or service centers with this receipt and the warranty card.

Warranty terms:
1.Product failures occur under normal operating circumstances, free of charge repair and spare parts replacement service shall be provided by our company within one year commencing from date of purchase.
2.Customers are required to present this warranty card and the original purchase invoice to our company upon requesting a warranty service. This warranty card shall be valid only after the following form is filled out in
details and affixed with official seal of the dealer.
3.No free of charge repair service shall be provided in the event of any of the following circumstances:

(1)Expiration of the warranty period;
(2)Damages caused by improper use, maintenance or storage not in accordance with the requirements of the user manual;
(3)Failure or damage resulting from unauthorized disassembly, repair or modification;
(4)Failure or damage caused by force majeure;
(5)Wear parts or accessories.

This warranty card is being delivered with the product, one card for one product. Please keep this warranty card in proper condition for free warranty service. There is no replacement if lost.

Date of Purchase: _____Y _____M _____D

WARRANTY CARD

Product Information	Product Name		Serial Number		
	Product Model		Manufacturing Date		
Customer Information	Company Name			Contact	
	Address			Phone	
Sales Information	Dealer Name			Contact	
	Address			Phone	
	Date of Purchase			Invoice No.	
Maintenance Record	Description of Malfunction	Maintenance Results	Customer Signature	Maintenance Technician Signature	Maintenance Date

This copy shall be cut along the dotted line and kept by the dealer.

WARRANTY CARD

Product Information	Product Name		Serial Number		
	Product Model		Manufacturing Date		
Customer Information	Company Name			Contact	
	Address			Phone	
Sales Information	Dealer Name			Contact	
	Address			Phone	
	Date of Purchase			Invoice No.	
Maintenance Record	Description of Malfunction	Maintenance Results	Customer Signature	Maintenance Technician Signature	Maintenance Date

CERTIFICATE

Inspector: _____

Date of Manufacture: _____

DELI GROUP CO., LTD.
Deli Industrial Zone, Ninghai County, Ningbo City, Zhejiang Province, China Made in China
info@deli.com www.deliworld.com

KEEP FOR FUTURE USE
Version: 1.0
Date: 04-2024

deli

After-sales Service

Thermal Transfer Printer

S351/S352

Warranty Terms

Warranty scope and period
1. The warranty is limited to product malfunctions caused by poor materials or manufacturing processes.
2. The warranty period is calculated from the date of purchase by the customer (based on the purchase invoice). If the customer is unable to provide an invoice
From the date of production of the product.
3. Warranty period
a. Printer: One year.
b. The warranty period for the print head is three months (or 30000 cm in length, whichever comes first).

Warranty service principles
1. Free warranty for products that meet the warranty period and scope.
2. When conducting warranty, a warranty card must be presented.
3. Maintenance services outside the warranty period or outside the warranty scope will be charged according to the standard by Deli.
4. If the product is disassembled or repaired without technical certification, the warranty will become invalid.
5. The repair machine must be packaged in its original packaging or in a packaging with considerable protection, as the transportation package Damaged equipment is not covered by the warranty.

Non Warranty Terms

1. There is no warranty card or the content of the warranty card has been altered.
2. Failure to maintain the printer according to the user manual resulted in damage to the printer.
3. The printer is damaged due to water ingress or foreign objects.
4. The print head is damaged due to the use of printing media with excessive thickness.
5. The use of inferior consumables resulted in damage to the print head.
6. Damage caused by improper usage environment or force
7 Use the printer for other purposes beyond its intended use.
8. Damage caused by repairs by non competent technical engineers.

The final interpretation right of the above terms belongs to Deli Group Co., Ltd.

Troubleshooting

The content in the table below is common problems and problem-solving methods for general operators. If you have followed our suggested method to troubleshoot the issue and the printer is still not functioning properly, please contact the customer service department of your purchasing manufacturer for further assistance.

Problem	Possible factors	Solution
The power indicator light is not on	• The AC socket plug and power supply plug are not properly connected to the power supply. • The printer power switch is not turned on	• Check the power connection and confirm that the AC socket and the plug of the power supply are correctly connected to the power. • Turn on the power switch
	• Printing head not not closed	• Please close the printing head holder
	• Label paper exhausted • The label installation path is incorrect • Gap sensor detection incorrect	• To install a new label paper. • Please follow the steps for label installation to reinstall, and adjust specifications, and select a gap
	• There may be label paper stuck inside the printer	• Cleaning the interior of the machine
Wrinkle problem	• Uneven printing head pressure • Incorrect installation of label paper • Incorrect printing concentration • Incorrect feed of label paper	• Please set the appropriate label printing concentration • Please adjust the label guide rail holder to fit the label width

Poor printing quality	• Incorrect installation of label paper • Dust or adhesive buildup on the print head • Improper printing concentration setting • Damaged print head	• Reinstall consumables • Cleaning the print head • Cleaning rubber rollers • Adjust the printer printing density and speed • Print out the self-test page to confirm if the print head is damaged. If it is, please return to the factory to replace the print head • Replace appropriate label paper ※ If the thickness of the label exceeds 0.23mm, it may affect the quality of printing. Please ensure that the print head hose is fully closed
Paper skipping occurs during printing	• Incorrect or incomplete label size setting • The sensor is partially covered by foreign objects, causing incorrect detection	• Readjust specifications and print • Moderately reduce gap sensor sensitivity • Remove foreign objects between sensors
Missing printed content on both sides	• Incorrect label size setting • Exceeds the maximum printing width	• Set the correct label size • Reduce content in the maximum width
Grey lines appear on black label paper	• There is dirt on the print head • The rubber roller is dirty	• Cleaning the print head • Cleaning rubber rollers
Unable to print or incorrect printing content	• In Hex Dump mode • Serial communication (RS-232)	• Turn off and power on the printer to exit the dump out of Hex Dump mode • Reset the printer to match the computer baud rate

Technical Parameter

Print specifications	Model	S351	S352
	Printing method	Thermal sensitive/Thermal transfer printer	
	Print head resolution	203dpi (8dots/mm)	203dpi (8dots/mm)
	Printing speed	2inch/s-6inch/s	
	Printing interface	USB+Serial+Parallel+Ethernet+optional	USB+Serial+Parallel+optional
	Print mode	Carbon type/Thermal sensitive	
	Print point size	0.125mm(L)*0.1mm (1mm=8dots)	
	Maximum printing width	104mm	
	Maximum printing speed	5000mm	
General specifications	Printer size	280mm(L)*210mm(W)*180mm	
	Printer weight	2.2kg	
	Work environment	Temperature: 0℃~40℃, Humidity: 20%-80%	
	Storage environment	Temperature: -20℃~55, Humidity: 20%-93%	
	Power input	DC 24V/2.5A	
	Thermal sensitive head resistance	50KM	
	Ports	Optional external bracket	
Carbon tape specifications	Carbon tape outer winding type	Maximum 47mm	
	Ribbon length	300m	
	Carbon belt axis size	1inch (25.4mm)	
	Carbon strip width	Maximum 110mm, Minimum 30mm	
	Carbon tape winding type	Outer roll type	

Paper size	Maximum outer diameter of paper roll	127mm
	Paper type	Continuous paper, gap paper, folding paper, black label paper
	Paper winding form	Printing surface outer roll
	Paper width (Label+Liner paper)	38mm, 20mm
	Paper thickness (Label+Liner paper)	0.25mm, 0.06mm
	Axis size of paper roll	25.4mm-38mm
	Roll paper tearing fingers	2mm
	Label length	10-1000mm Note: If the length of the label you are using is less than 25.4mm, it is recommended to use label paper with perforations on the backing for easy removal.

The parameters such as printer interface, printing speed, and print head resolution shall be based on the actual machine.

⚠ Warning: Operating this device in a residential environment may cause radio interference.

⚠ Warning: Sharp edges, do not touch.

⚠ Warning: Hot parts! Touching this component may burn your fingers. Wait for half an hour after turning off the power before touching the component.