

Ink Jet.  
Laser.  
Thermal Transfer.  
Labelers.  
Track & Trace.  
Supplies.  
Parts & Service.

## Pet Food Industry

Marking, Coding and System Solutions



Dry Food • Canned Food • Soft Moist Food • Treats

### What our customers are saying:

*“Coding was always in our daily top five on site issues prior to swapping the competitor machines for Videojet 1510’s. The simplicity of the 1510, combined with the low maintenance and operator friendliness made this machine the better product.”*

Mick St John, NOM Dairy  
Head of Engineering

 **VIDEOJET**  
Uptime Peace of Mind®

## Equipment Designed to Meet the Exacting Demands of the Pet Food Industry



### Videojet in the Pet Food Market

- Partnership with all major pet food OEMs
- Innovative installations tailored for specific pet food customers by a dedicated Integrated Solutions team of engineers
- Largest and most experienced service and support teams in the industry delivers uptime

Chosen by 4 out of top 5 of the global pet food companies from "2010's PetfoodIndustry.com Pet Food Top 10"

### Line Efficiency

- Videojet ink jet printers are equipped with automatic printhead cleaning increasing uptime and throughput
- Videojet printers warn you in time if maintenance needs to be done, so you can define your maintenance schedule!
- Ink refill and ribbon exchange is quick and easy! Videojet's thermal transfer printers are designed to enable a fast ribbon change, and our Smart Cartridge™ system on the 1000 Line ink jet printers make ink refill as easy as on your desktop printer! No mess, no smell and since the printer detects if the cartridge has the right fluid, there is no chance for mistakes!

Increasing pet food production volumes, longer production runs and frequent changes in packaging type – you need the print but you don't need the headache associated with unscheduled printer downtime or ink spills. Videojet provides coding and marking solutions that deliver the highest uptime, long print runs and predictable maintenance providing you with consistent, reliable printing for your pet food production.

### Temperature

- Ambient temperatures can influence the quality of your pet food products and temperatures may vary seasonally. Videojet printers operate in a wide range of temperatures, delivering consistent print quality even if production temperatures vary.
- Temperature controlled printheads and nozzles make sure the printers operate independently of the ambient temperatures

### Flexibility

- Videojet printers can easily be adapted to print on a variety of pet food package materials and at different places within the production line, delivering true ease of operation
- Our ink range includes thermochromic inks that change color after pet food sterilization and inks with high adhesion in case pet food containers have fat, oil or other substances on their surface
- Pets are sensible to the smell of their food. The Smart Cartridge™ design reduces odor of ink and solvents to an absolute minimum and ensures that there is no ink or solvent spill.



## Pet Food Industry

Marking, Coding and System Solutions

# Marking and Coding Solutions for a Variety of Pet Food Applications

## Cans and Tins



**Ink jet on can**



**Ink jet on plastic tub**



**Ink jet on plastic film**

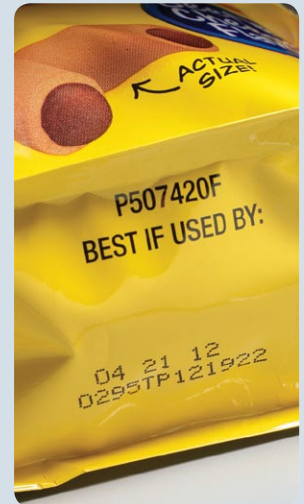


**Ink jet on plastic tub**

## Pouches and Bags



**Thermal transfer (TTO) on pouch**



**Ink jet on pouch**



**Laser on bag**

## Paperboard



**Ink jet on paperboard**



**Laser on paperboard**



**Ink jet on paperboard**

## Shrink, Wrap and Corrugate



**Large character ink jet on corrugate**



**Label application on stretch wrap**



**Label application on corrugate**

A Few of the Videojet Products Ideal for the Pet Food Industry

**Videojet® 1610**  
Continuous Ink Jet Printer

- Highest duty printer delivers reliable uptime of your pet food line around the clock
- Patented Clean Flow™ printhead means dramatically fewer stops for cleaning
- Simple interface means easy line changeovers and code changes



**Videojet® DataFlex Plus**  
Thermal Transfer Overprinter

- A patented clutchless ribbon drive minimizes maintenance-related downtime
- Increased production line efficiency through 1,000 meter ribbons
- High-resolution images on a wide variety on pet food packaging materials



**Videojet® 2360**  
High-Resolution Case Coder

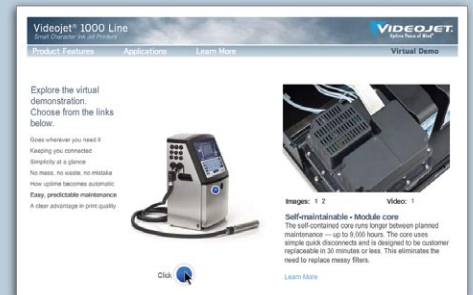
- Great for printing logos and product details on outer pet food cases
- Patented micro-purge process delivers consistently high print quality
- Unique internal ink recycling system means reduced cost of ownership



Come Check Us Out Online! Here's what you'll find...



- ✓ Experiences of other pet food producers
- ✓ Innovative pet food installations and applications
- ✓ Guides to help you identify the right coding method
- ✓ Packaging trends and coding methods



Virtual Product Demos

Case Studies, Regulation Analysis and White Papers



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