

Moulding the Future



Kalsi Plastics chooses laser marking over ink jet for coding their extruded products

Kalsi Plastics, a thriving plastic moulding company based in Birmingham, UK, has chosen Videojet over the leading competitors to replace their existing CIJ equipment with new laser technology.

Increased production demands had put a strain on the old CIJ equipment that had been providing all the coding on-site at Kalsi's Aquaflow water-management products facility in Tyseley. Videojet had been providing excellent service support to Kalsi for over three years on these small character ink jet printers.

Kalsi found that their ink jet codes would often fade due to weathering on the company's external building materials including gutters, pipes and windows. Videojet showed Kalsi that a laser technology solution would be ideal for marking permanent all-weather codes on these products.

Videojet went up against the competition for the laser business with outstanding sample codes and faster marking times. The winning difference was the sound customer service provided by Videojet. With credit due to their past relationship with Kalsi, Videojet was able to clinch the deal and install three 10-Watt lasers (model 3120) with the plan to replace all remaining CIJ equipment.

The 24 hour production schedule and difficult environment often resulted in blockages on the ink jet printers. This meant high costs on maintenance and time wasted for shift operators. The Videojet 3120 lasers have removed all these issues while reducing costs on consumables and maintenance.

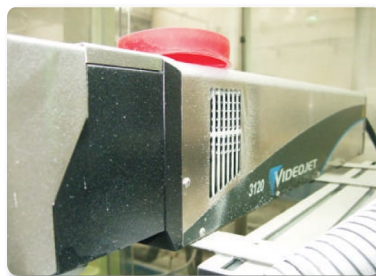
"We were always very happy with the service we received from Videojet.

Engineers always turned up on time and in our business punctuality is a priority. We would have chosen Videojet even if the price was a few quid more, or a few less, simply on the basis of their great service."

- Fiz Patel, Buyer at Kalsi



Kalsi Aquaflow extrusion facility



Videojet 3120 laser for permanent marking of extruded products at Kalsi

When asked what benefits the new Videojet lasers brought to the application, Fiz Patel replied, "We now get a much better code, which is permanent. This makes a massive difference and will prove even more successful when we start using DataMatrix codes in future."

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