



Marking, coding and systems solutions

Salty snacks

 **VIDEOJET**



We know the unique challenges you face on your production lines

Code print quality can be affected by cooking oils, airborne food particles and salt if you don't have the right coding equipment. Frequent changeover, SKU variation and promotional packaging add challenges to running your lines at peak performance.



Your high quality packaging deserves a high quality code

Capturing sales on the shelf means making the most of your brand. Brand management teams obsess over packaging artwork. The last thing they want is poor quality codes that detract from the package.

A true printing partner understands the importance of great print quality and achieving your operational goals. Offering over four decades of experience in your industry, Videojet has the perfect combination of technology, expertise and service options to be your coding partner of choice.

Uptime advantage

With a continuous production process and focus on getting products out the door, we know you cannot afford coder-related downtime. We have engineered our technology to help keep your lines running.

Code Assurance

Manage an increasing number of codes with flexible, rules-based coding and network communication, configured to get the right code in the right place, on the right product, time after time.

Built-in productivity

The cost of a printer is a fraction of the investment in the overall packaging line. Videojet equipment integrates seamlessly into your lines and helps enable you to maximize line efficiency and productivity.

Simple usability

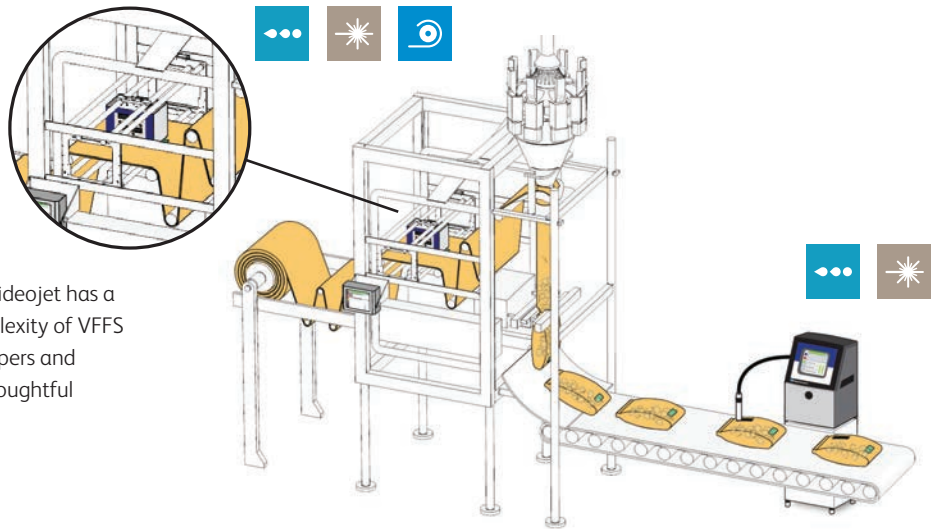
Our products are designed to be intuitive and make operation quick, simple and virtually error-proof. This means you can spend more time focusing on the most critical aspects of your business.

Expertise for seamless integration

Your production line is only effective if all of its components are working in unison with each other. Though only a relatively small component of your packaging investment, selection of the right coding solution is imperative to your success. With over 40 years of integration experience, we understand the small details of integration. We work closely with major OEMs to make sure that your coding solution integrates seamlessly into your lines.

Vertical form fill seal (VFFS)




Whether intermittent or continuous motion, Videojet has a range of printers to address the growing complexity of VFFS bags and pouches. Packaging features, like zippers and gussets, and the type of VFFS line require a thoughtful selection of the right coding technology.






VFFS Integration

Integration challenges can be physical, in terms of space and the need for mounting accessories, or software and communications-based. Videojet Thermal Transfer Overprinter products have been engineered by packaging industry experts to make all aspects of interaction from VFFS installation

to customer operation as simple as possible. In addition, Videojet's service and technical support team help ensure that the installation is done right the first time and provides support throughout the life of the printer.

-  **Laser Marking Systems**
Beam of infrared light that creates marks where the heat of the beam contacts with the package surface.
-  **Thermal Ink Jet (TIJ)**
Ink-based non-contact printing that is generally used to print 2D DataMatrix and other bar codes.
-  **Continuous Ink Jet (CIJ)**
Ink-based printing of up to five lines of text and 2D bar codes on a variety of packaging types, including stationary packaging via traversing systems.

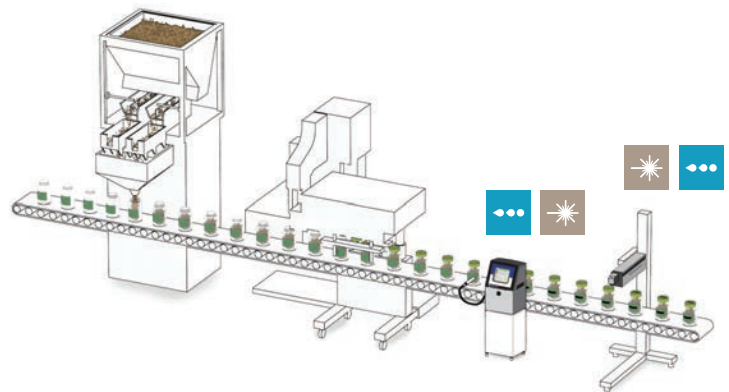
-  **Thermal Transfer Overprinting (TTO)**
A digitally controlled printhead precisely melts ink from a ribbon directly onto flexible films to provide high resolution, real-time prints.
-  **Large Character Marking (LCM)**
Ink-based, non-contact printing of tall codes, including alphanumeric logos, and bar codes in large sizes primarily for cases.
-  **Label Printer Applicator (LPA)**
Prints and places labels of various sizes on multiple package types.

Coding technologies for your packaging type:

Printing application	CIJ	TIJ	Laser	TTO	LPA	LCM
Bags and Pouches	✓		✓	✓		
Jars, Tins and Cans	✓		✓			
Cartons	✓	✓	✓			
Cases		✓	✓		✓	✓

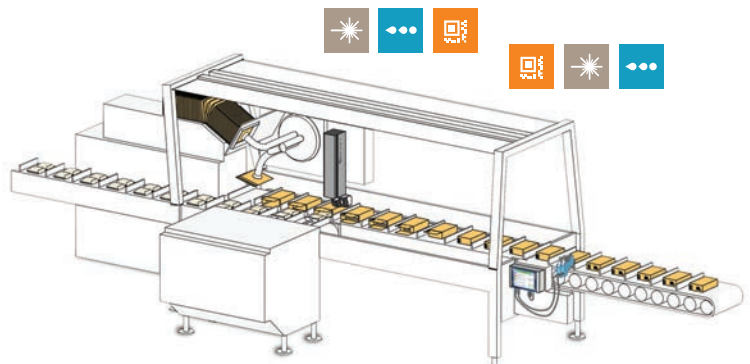
Vertical filling line

With this application, the printer is typically integrated onto your conveyor after the sealed jar, tin or can has been discharged. Depending on your preferred code location, the printer can easily be configured to print on the bottom, top or shoulder of the container.



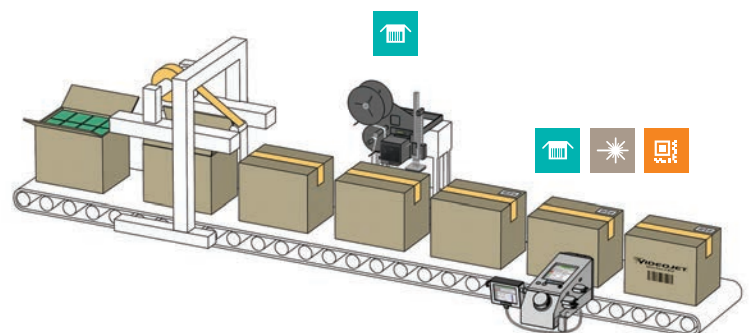
Cartoner

Several printing options can serve in this application and can be integrated with the machine or immediately downstream in the outfeed. The optimal installation location will depend upon the size constraints of both the cartoner and the preferred coding technology.



Case packer and sealer

Case printers are best integrated on your conveyor after the sealed case has been discharged. The type and amount of information you want to print on your cases determines which coding solution is ideal for you.



Bags and Pouches

Solutions for a wide variety of bag types

From pillow to four-sided to block-bottom, bag variety and the machines used to fill them continue to evolve. New bag features and packaging lines can dictate your coding technology selection, but code quality and content requirements also play a role.



Minimizing code errors on your line

With codes that are very similar to each other and a risk of allergens, coding errors are a problem for snack food companies and have a real cost. To address this issue, it is ideal to remove the human element altogether from code selection. Videojet Code Assurance solutions help to simplify your processes and empower you to get the right code in the right place, on the right product, time after time.



Thermal Transfer Overprinting (TTO)

- produces high resolution codes (300 dots per inch/12 dots per mm) on flexible film with no solvents
- patented clutchless ribbon drive minimizes maintenance-related downtime and maximizes ribbon efficiency



Continuous Ink Jet (CIJ)

- particularly useful for more complicated applications such as preformed pouches and bags with very thick resealable zippers
- CleanFlow™ printhead reduces frequency of printhead cleanings, helping to maximize uptime



Laser Marking Systems

- ideal for pre-printed polypropylene films or a reverse printed Datalase® patch between two layers of a multi-laminate film
- large marking fields help optimize power settings and avoid film burn through

Jars, Tins and Cans

Versatility to code on almost anything

Substrate, environmental considerations or requirements for specialty inks can make selection of a coding solution more challenging. With the right expertise, an optimal solution can be specified for your snack production line.



Ink selection is as important as finding your ideal coding technology

Producing a high quality code goes beyond printer selection. Inks and fluids are a critical piece to identifying the ideal solution for your application. Specific snack food application needs such as high contrast codes, difficult-to-code substrates, and rust-proof coatings can require different inks. With the industry's leading team of ink application chemists, Videojet has spent over 40 years developing specialty ink formulations that are ideal for your snack food applications.



Continuous Ink Jet (CIJ)

- easy integration onto your line for printing on the shoulder, top or bottom of a wide variety of substrates
- broadest portfolio in the industry at over 175 ink offerings including odorless and non-MEK inks

Laser Marking Systems

- no inks or fluids required, thereby eliminating the potential of ink affecting product integrity
- Videojet fume extraction systems help keep the production environment and marking lens clean

Cartons

Coding solutions to meet your unique needs

Selection of a carton coding technology is based on the unique needs of your business. Things to consider include requirements for limited consumables, permanent or 2D codes or even solvent-free technologies.



The benefits of integration

With planning, coders can be integrated directly with the cartoner instead of on the outfeed conveyor after the carton has been filled and sealed. This integration offers several benefits including more consistent coding due to more precise material handling and reduced costs by using existing guards on the machine instead of purchasing additional guards.



Laser Marking Systems

- ideal for crisp, clear and permanent coding; utilizes virtually no consumables
- comprehensive portfolio of laser accessories including lenses and beam turning units to simplify line integration and maximize laser performance



Thermal Ink Jet (TIJ)

- high resolution, ink-based printing with no wear parts, minimizing maintenance and related downtime
- compact design for easy integration into your line and flexible communication choices for ease-of-use



Continuous Ink Jet (CIJ)

- specialty inks that can create contrast and are ideal for use on virtually all carton materials, including aqueous overcoats and other varnishes
- Smart Cartridge™ fluid delivery system means virtually no mess, no waste, and no mistake fluids replenishment

Cases

Empower your supply chain

Legible case coding is the cornerstone of effective inventory management throughout the supply chain. Videojet can help in a variety of ways, providing high resolution printing for direct-to-box and automatic label applications.



Improve traceability and reduce case-related costs

Printing lot, batch and supplier-specific information on your cases creates a traceability point that is visible to your warehouse, wholesaler and retailer. This information provides vital product information, allows for rapid identification and helps to more quickly move product through your supply chain. Videojet can help you accomplish this as a GS1 solutions partner. In addition, printing this information directly on the case simplifies packaging demands and helps reduce case-related costs by standardizing to a common box style for different trading partners.



Laser Marking Systems

- a DataLase® coated case marked with a laser will produce a dark black and extremely high resolution print
- especially useful for water-resistant coated boxes, as it enables clear, dark printing without damage to the protective coating



Large Character Marking (LCM)

- eliminates the cost, storage and management of labels and need for customer-specific pre-printed cases
- solution with patented micropurge process purges ink in programmable intervals to help keep the printhead free of debris for best print quality



Label Printer Applicator (LPA)

- automatic application of high quality printed labels offers greater speed, accuracy and error prevention than hand labeling
- designed for ease of use and low maintenance



Thermal Ink Jet (TIJ)

- creates complex, detailed codes ideal for retail ready packaging
- Videojet's ideal for non-porous substrates, MEK-based inks help ensure good code recovery even after line interruptions

Videojet – accurate, reliable and cost effective printing

Coding in the salty snacks industry is not necessarily straightforward. Grease, salt, and dust can lead to poor quality printing. Also, new products, flavors, promotions and bag sizes increase the potential for costly coding errors. Additional factors such as uptime, packaging line efficiency and total cost of ownership are important to help protect the profitability of the operation. With the broadest technology offering in the industry, Videojet meets these challenges with an array of cost effective, high uptime solutions.

Continuous Ink Jet (CIJ)

Most versatile of all variable technologies, combined with a portfolio of over 175 inks, CIJ prints on nearly any package type and shape.



Laser Marking Systems

Improve the appearance and readability of snack food products by permanently etching the material surface without physical contact or any need for solvents or extra supplies.



Thermal Ink Jet (TIJ)

Ideal for high quality text and bar codes on cartons and cases ensuring that even complex and detailed codes are clearly readable for your downstream partners and consumers.



Thermal Transfer Overprinting (TTO)

Perfect for your flexible packaging applications, TTO gives you high quality codes and images, from date, time and ingredients to allergy warnings and logos in a variety of colors.



Large Character Marking (LCM)

Eliminate pre-printed cartons and labels by printing your supply chain information directly to case, saving time and reducing the costs and production delays associated with labels.



Label Print Applicator (LPA)

When your customers require labels or you are using darker corrugated cases, LPA automatically applies labels to cases to help ensure high accuracy across a range of substrates.

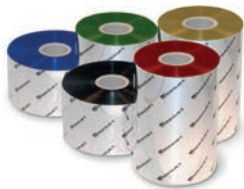


Customized solutions for your application

Every coding application is different. That is why we offer you one of the most comprehensive selections of service, supplies and accessories to customize a solution for your unique operations.

With a wide range of ribbons, inks and fluids, Videojet has spent over 40 years developing specialty consumables that are ideal for your snack food applications. In addition, we work directly with major OEMs and have a wide range of customized accessories for all printing technologies to seamlessly integrate our printers into your production lines.

Service, supplies and accessories



Supplies

Specially developed inks and fluids

Videojet employs strict manufacturing quality control processes for our consumables to deliver the best possible printer and code performance. With over 15 types of ribbon, 640 application-unique fluids, and the help of our technical support team, we are sure to have your ideal solution.



Accessories

Configurable accessories

From customized stainless steel brackets and rubber rollers to fume extractors and beam turning units, Videojet has the accessories for a worry-free installation to help ensure the optimal performance of your line.

Service

Videojet offers global service and support with over 800 direct service and technical support resources in 24 countries and factory certified distributor support in 100 additional countries.

- On-site installation, commissioning and operational support
- 24 X 7 help desk / technical support operations in 16 countries
- Proven responsiveness to meet on-site service requirements

Service offerings can be configured to your unique needs from operator maintenance training or time material service to specialized service contracts offering part replacement, preventative maintenance and supplies.



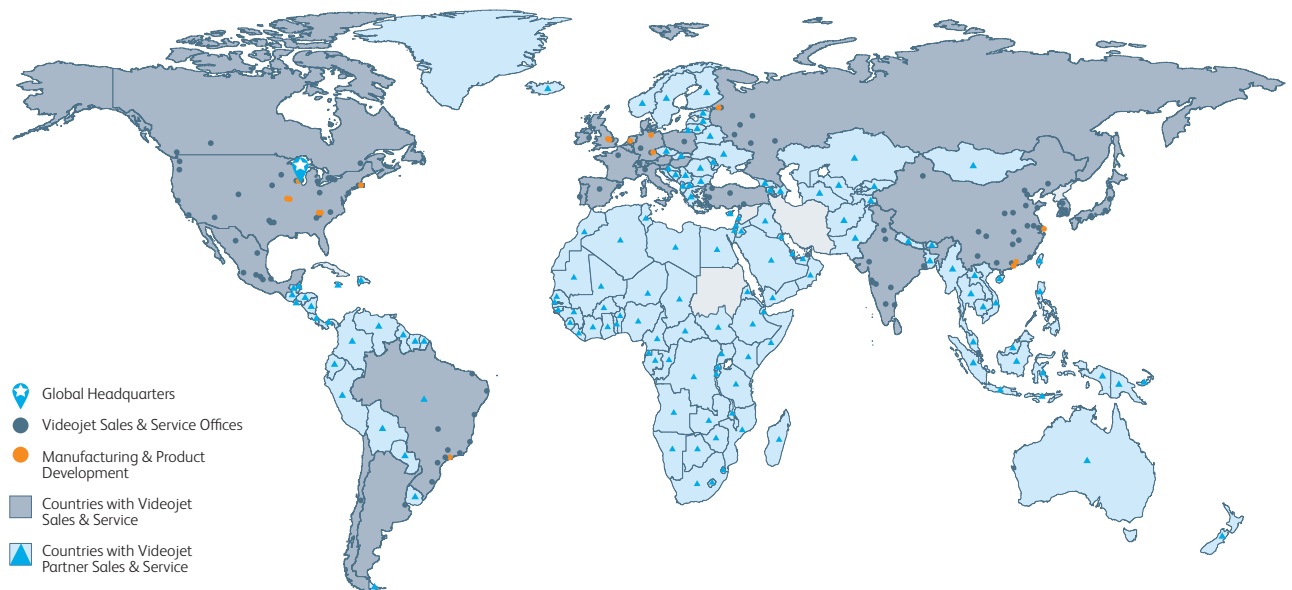
Peace of mind comes as standard

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product life cycle services.

Our goal is to partner with our customers in the consumer packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in Continuous Ink Jet (CIJ), Thermal Ink Jet (TIJ), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 325,000 printers installed worldwide.

Our customers rely on Videojet products to print on over ten billion products daily. Customer sales, application, service and training support is provided by direct operations with over 3,000 team member in 26 countries worldwide.

In addition, Videojet's distribution network includes more than 400 distributors and OEMs, serving 135 countries.



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