

Application: Small Character Inkjet
Industry: Nutritional/Food
Customer Details: Nutritional Shakes and Drink Manufacturer, SIC 2023



Problem:

This client in Virginia had requirements to upgrade older small character continuous inkjet printers. The older coders were not reliable and were costly to maintain. Since there were four printers, those maintenance costs added up quickly.

Solution:

The local PIN distributor demonstrated new small character continuous inkjet printers that boasted automatic nozzle seal technology, a feature that would keep the printheads running efficiently and start up with ease. The customer liked the durability of the steel components of the proposed printer as well as the 24 month warranty and saw the advantage of replacing all four of the existing coding systems.

Key Benefits:

The customer experienced significant cost savings on consumables and maintenance due to the upgrade to the new systems. Their product codes are more legible, and they have eliminated downtime and costs associated with re-packs due to non-coded product.



...and that's a PIN WIN!