

Application: Thermal Transfer Overprinter
Industry: Food
Customer Details: Manufacturer of Drink and Baking Mixes, SIC 2041

Problem:

A popular powdered mix company was producing some of the country's finest drink and baking mixes but had been receiving complaints from their customers about the inferior quality of the product identification on each of their bags. Unfortunately, the customer had originally outfitted their VFFS baggers with in-line inkjet coders, which were simply not up for the task. Messy to maintain and fill, the inkjet units were printing inconsistent, blurry and sometimes completely illegible words and numbers - not the image the well-established brand wanted to promote to its customers. The customer needed a superior variable imaging solution, and they needed it quick and within a budget.

Solution:

Alpha Industrial Supplies offered this customer a cost-effective solution of thermal transfer overprinters. These printers utilize thermal transfer ribbon to deliver a crisp image without the use of messy inks and solvents. And Alpha Industrial Supplies was able to provide a quick turnaround for this customer

Key Benefits:

Within a few short weeks, the inferior printers were removed and all lines were refitted with the custom brackets and the new TTO printers. Now the customer is generating perfect 300 dpi resolution product identification on every bag. The beautiful codes are now representative of the quality product this company produces, and their customers could not be more pleased.



...and that's a PIN=WIN!