

Application: Thermal Inkjet
Industry: Food
Customer Details: Prepared Foods Manufacturer,
Hannibal, MO, SIC 2099

PRODUCT IDENTIFICATION NETWORK



Marking, Coding & Labeling Solutions

Problem:

This client was using small character continuous inkjet printers to print on taco and pasta pouches on their fillers at a rate of about 800 pouches per minute. They were having many service issues related to the existing units and were looking for an alternative way of printing flavors and date codes on the pouches.

Solution:

Diversified Packaging switched this customer to thermal inkjet printing technology. The new thermal inkjet printers require very little maintenance. The downtime on the customer's packaging lines went from 20-25% to almost zero with the new thermal inkjet printers.

Key Benefits:

The customer experienced significant cost savings due to less repair costs and downtime leading to greater efficiencies and more production. The customer chose the thermal inkjet solution over another small character printer because of the onsite demo and appearance of the thermal inkjet mark. They preferred the high-resolution fonts offered by the thermal inkjet printer over the dot matrix fonts offered by the small character inkjet printer.



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