

Industrial printing made easy

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Coding and marking is the method of printing essential product and traceability information onto packaging, labels and other manufactured goods and materials. These include barcodes, serialisation codes, and expiry or 'best by' dates.



While codes and marks can also be used to create brand attractiveness – sharing messages directly on food products, personalised messaging, and inviting online dialogue with consumers – its traceability requirements, assurance about product authenticity, and product freshness that are most important. Ultimately, the purpose of marking and coding is to keep everyone in the supply chain completely informed about the product.

For case coding, the 1200 thermal inkjet (TIJ) printer from Markem-Imaje is designed for rapid, efficient coding. It produces high-resolution text, logos and high-density graphics on fast-moving production lines in the food, beverage, and pharmaceutical industries, among others.

Locally represented by Pyrotec PackMark, Markem-Imaje's 1200 stainless steel casing and industrial-grade printheads, ensure this TIJ printer is designed to excel in a variety of industrial settings, including those with dusty, humid or corrosive conditions.

With production managers always cognisant of manufacturing cycle and changeover times, throughput, capacity utilisation, OEE, availability, yield and rejections, they want equipment that's up for the task.

With the ability to print codes up to 203mm, and its bulk ink delivery modules that are available in 680ml, 1,360ml or 2,720ml sizes, the 1200 is certainly capable of meeting requirements. It prints images one to 600 horizontal dpi in increments of one; and offers 100% readable barcodes at high production rates. Users benefit from a 6.7" touch screen with intuitive, WYSIWYG interface, and snap-in and out cartridges for no-hassle reliable printing.

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Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

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