

Ink Jet.  
Laser.  
Thermal Transfer.  
Labelers.  
Track & Trace.  
Supplies.  
Parts & Service.

## Meat and Poultry Industry

Marking, Coding and System Solutions



Meat • Poultry • Fresh • Processed

### What our customers are saying:

*"We have put the machine through the toughest trial in the worst possible environments and it has not failed. Code quality has always been consistently good and the reliability and ease of maintenance is a great advantage."*

Martin Redfern, Premier Foods  
Production Manager



## Equipment Designed to Meet the Exacting Demands of the Meat and Poultry Industry

### Cold

- Cold production environments are a challenge for any type of equipment
- Seamless operation is particularly critical to ensure efficiency and product quality
- Videojet printers are designed with the cold in mind, offering immediate start up with thermal transfer overprinters or optimized start-up sequences and ink selections with small character ink jet printers

### Wash Down

- Wash down procedures occur frequently in the meat and poultry industries
- It is critical that the equipment on production lines allows for easy clean up
- Videojet offers IP-rated printer options that can stay on the packaging line or be easily moved during maintenance and cleanup

### Variety

Meat and poultry products come with unique packaging demands. Clear codes are key to the end-user experience and for product tracking. Videojet products deliver optimum code quality on every type of product, every day.

- Coding and marking solutions for rigid and flexible packages
- Printing on pouches, bags, trays, cans, jars, cartons etc.
- Fixed and variable codes: best-before dates, lot numbers, production data, additional end-user information...

Different industries have different challenges – especially when producing and packaging fresh meat and poultry products. Cold, wash down and perishable products that demand the highest uptime. Videojet provides complete coding and marking solutions that are adapted and suitable to deliver consistent and reliable printing on your products any time.

### Quality

- Consistent code quality is a part of the product quality - a legible and correct code is indispensable for the producer and the end-user
- Videojet coding and marking systems deliver consistently reliable printing, even in demanding production environments
- Available food grade stainless steel casings

### Uptime

- Any stop in production can have a direct influence on product freshness and quality, and on the line efficiency
- Videojet printers are designed to minimize maintenance and operator intervention
- Videojet partners with all major production line suppliers, making sure that the printers integrate and operate seamlessly



## Meat and Poultry Industry

*Marking, Coding and System Solutions*

# Marking and Coding Solutions for a Variety of Meat and Poultry Applications

## Fresh and Frozen Products



Ink jet on  
fresh meat



Ink jet on  
frozen poultry



Thermal transfer  
on fresh meat

## Pouches and Bags



Thermal transfer on  
meat snack bag



Ink jet on  
pouch



Thermal transfer on  
bacon pouch

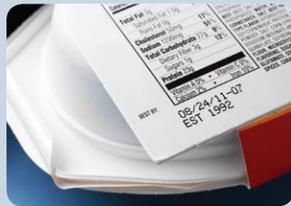


Laser on  
sausage bag

## Rigid Packaging



Ink jet on  
metal



Ink jet on  
ready meal



Ink jet on  
metal can



Ink jet on  
plastic cup

## Secondary Packaging



Large character ink jet  
on corrugate



Label application  
on stretch wrap



Label application  
on corrugate

## A Few of the Videojet Products Ideal for the Meat and Poultry Industry

### Videojet® 1610 Continuous Ink Jet Printer

- Highest duty printer delivers reliable uptime around the clock
- Patented Clean Flow™ printhead means dramatically fewer stops for cleaning
- Simple interface means easy line changeovers and code changes



### Videojet® DataFlex Plus Thermal Transfer Overprinter

- A patented clutchless ribbon drive minimizes maintenance-related downtime
- Increased meat and poultry production line efficiency through 1,000 meter ribbons
- High-resolution images on materials such as tray wrappers or plastic bags



### Videojet® 2360 High-Resolution Case Coder

- Great for printing logos and product details on meat and poultry cases
- Patented micro-purge process delivers consistently high print quality
- Unique internal ink recycling system means reduced cost of ownership

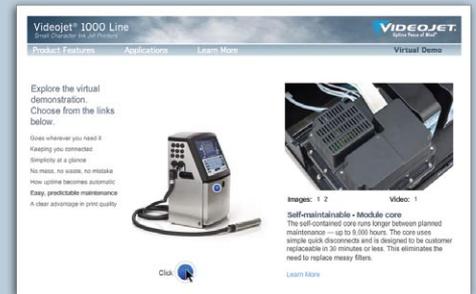


## Come Check Us Out Online! Here's what you'll find...



Case Studies, Regulation Analysis and White Papers

- ✓ Experiences of other Meat and Poultry producers
- ✓ Innovative Meat and Poultry installations and applications
- ✓ Guides to help you identify the right coding method
- ✓ Packaging trends and coding methods



Virtual Product Demos



Click Here or  
Type into Browser

[www.videojet.com/meatpoultry](http://www.videojet.com/meatpoultry)



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