



Continuous Inkjet  
**Chinh Dai**  
Case study

# Chinh Dai saves thousands by increasing uptime with 1000 Line Continuous inkjet printers

**Vietnamese Chinh Dai Trading Company Limited have been successfully manufacturing and selling steel fabricated tubes, pipes and couplings for the past 15 years.**

The factory employs over 250 staff, producing two hundred tons of steel products every day. Chinh Dai has a loyal customer base who appreciate the product quality and reliable service that has been provided year after year. As their customer's demands have continued grow, production volume has risen resulting in revenue increasing by 150% in the past 12 months.



“Videojet has all things we need in a printer and we are very satisfied with the new level of service we are experiencing.”

Mr. Thang Doan Van, Vice Director  
Chinh Dai Trading Company Limited



**The company's current printing requirements consist of their company brand and logo, date, lot number, type of product and the quality standard onto the fabricated steel products. Coding each product with this level of detail helps Chinh Dai to meet retailer regulations and government requirements, as well as promoting their own brand.**

The team at Chinh Dai are used to working in a busy environment, running two shifts per day, six days per week and managing 130 different codes, which are changed 4 times per day across eight production lines. As a result, an efficient production line is essential and equipment availability critical to maintain a smooth and profitable operating facility.

Thang Doan Van, Vice Director explained, “We run a busy factory and therefore need reliable equipment to keep our productivity levels high. We have been using continuous inkjet (CIJ) equipment for a number of years and generally find that most products currently available on the market are comparable.

Chinh Dai understands that to maintain peak performance from any piece of manufacturing equipment, it is important to follow the recommended service schedule. When the company's current supplier was unable to keep their agreed level of customer service Chinh Dai looked elsewhere for a solution.

Videojet were approached and given the opportunity to offer Chinh Dai an alternative CIJ printing solution. The recommended product was a Videojet 1210 CIJ printer, one of the well reputed 1000 Line models. The 1000 Line printers are specifically designed to make operation simple and to keep production lines running for longer.

One area where there seems to be a difference is the level of customer service quality given by different suppliers. This is very important to us.”





Since installing the new Videojet CIJ printers, the company has experienced a number of operational benefits. They have saved the Chinh Dai production team time and labor, as well as helping to minimize coding errors – an area that had gone unnoticed previously. All of this has equated to less downtime.

“The Videojet printers are definitely a better solution. The old printers were down one shift more per month and the total cost of downtime is \$500. Paying for six workers plus the lost ten tons of product meant a total savings of approximately \$10,000 a month,” said Thang Doan Van.

The 1000 Line printers offer a ‘no mess, no waste’ fluid delivery system which reduces makeup consumption to as low as 2.4ml/hr reducing costs on fluids. The smart chip delivery system eliminates spills and helps ensure the correct fluids are being used by alerting operators if they try to insert the wrong cartridge. The simple user interface was a benefit to Chinh Dai as it clearly indicated ink levels so the team could manage their consumables stock more efficiently.

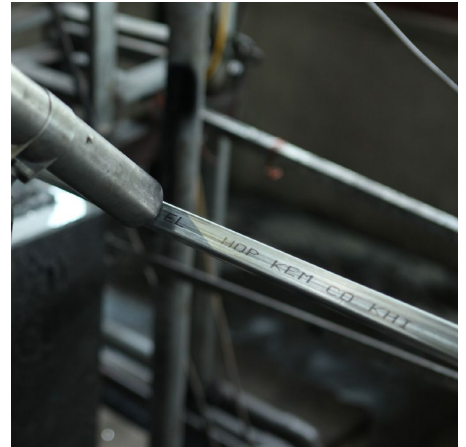
“There were occasions when the ink would run out on our old printers without any warning, which often resulted in money and critical production time being wasted,” said Thang Doan Van

Despite the improvements in operational efficiency from the Videojet printers, it was the relationship and customer service commitment that Chinh Dai were keen to get right.

The sales, set-up and testing process that took place for Chinh Dai to select and install the new equipment was a prime opportunity to demonstrate the experience and global reach that Videojet could offer. Chinh Dai, Videojet and the Videojet distributor, An Hong, all pulled together as one team to help ensure the absolute maximum support was there to provide a smooth, trouble-free process.

“Videojet has all things we need in a printer and we are very satisfied with the new level of service we are experiencing. Whether we have a technical problem, training need or simply want advice, the team is there to help us solve the issue,” concluded Thang Doan Van.

Videojet and Chinh Dai plan to continue to build on the strong partnership that has been formed and Videojet are proud to support all of their future coding and marking needs.



Call **65 6444 4218**  
Email **[marketing.singapore@videojet.com](mailto:marketing.singapore@videojet.com)**  
or visit **[www.videojet.com/sg](http://www.videojet.com/sg)**

Videojet Technologies (S) Pte Ltd  
750 Oasis, Chai Chee Road,  
#03-20 Technopark @ Chai Chee,  
Singapore 469000.

© 2015 Videojet Technologies Inc. — All rights reserved.  
Videojet Technologies Inc.'s policy is one of continued product improvement.  
We reserve the right to alter design and/or specifications without notice.

