



# Enterprise Labeling, Marking and Coding

Simplifying your journey to the Digital Factory 4.0



## Videojet and Loftware solutions help you simplify labeling, marking, and coding operations to ensure end-to-end product traceability and consumer security.

With an ecosystem of growing complexity, and a lack of integration with diverse production environments, it can be challenging to act with speed and agility while maintaining competitiveness and product security. Various marking and coding vendor technologies, labor shortages, siloed information, security threats, and rising demand for personalized products add to the complexity of the environment.



**Marketing/  
Brand manager**



**Engineer/IT/  
Quality manager**



**Production line/  
Plant manager**

Waste time with repetitive manual tasks like copying data to be printed between systems and changing jobs on each printer.

# Overcoming your print management challenges...



# Unlock the value of Labeling, Marking and Coding operations

Videojet and Loftware offer companies a leap forward in their automation journey with comprehensive solutions that simplify and drive Enterprise Labeling, Marking and Coding operations across multiple plants and infrastructures, and support them in a wide range of industries with a combination of domain expertise, advanced technology, and analytics to accelerate Industry 4.0.



Suppliers

Manufacturing

Warehousing

Distribution

To ensure accuracy and consistency, maximize flexibility and deliver unmatched traceability and consumer satisfaction, Videojet and Loftware powerful digital transformation solutions offer:

Single package to drive labeling, marking and coding printers

- Simplified startups and changeovers
- Unified label design application
- Optimal printer selection

**PRINTER  
AGNOSTIC**

Single source of truth for all your labeling information

- Centralized label management
- Multi-data source capability
- Direct connections to leading ERP software

**CONNECTIVITY  
& INTEGRATION**

Secure architecture designed to support multi-sites

- Multi-site capabilities
- Easy configuration and customization
- On-premise and cloud-based deployment
- Certified IT security standards - SOC2

**INFRASTRUCTURE  
& ARCHITECTURE**

# Loftware™

## Spectrum | Cloud

Built on Loftware Spectrum®, the industry's most powerful labeling enterprise solution, the platform is completely delivered via a browser-based interface and redefines how enterprises create, manage, code products, and print labels, enabling organizations of all sizes to seamlessly implement, deploy, maintain and scale their labeling, marking, and coding operations across their entire global network.



### Designed for large, global companies

Loftware Spectrum was architected from the ground up as an enterprise-class application for use on multiple sites across the globe.



### Deployable in the cloud or on-premise

Spectrum can be deployed in the cloud or on-premise. This gives you the flexibility to choose the deployment approach that aligns with your infrastructure strategy.



### Certified to integrate with SAP & Oracle

Spectrum is built to integrate with SAP S/4HANA, SAP Business Suite on HANA and SAP ECC. It's also the only Enterprise Labeling Solution on the Oracle Cloud Marketplace.



### Built to support continuous operations

Downtime is something companies can't afford, which is why Spectrum offers high availability and automatic failover support, so you can keep ensuring production uptime.



### Backed by a global services & support team

We're here to meet the needs of global enterprises with the most demanding labeling production requirements. Our certified global team can offer industry best practices and address any challenge you may encounter day or night.



### Guarantee accurate supplier labels

With Spectrum, your suppliers and co-packers can print their own labels on your templates and with your data. You control how much access they have, get a record of everything they print and can be confident that their labels will be compliant, accurate and on-brand.

For additional benefits of labeling in the cloud, please visit <https://www.loftware.com/products/labeling/spectrum>

# A full range of compatible printers

Loftware Spectrum is compatible with Videojet printers, offering configurable print user interfaces driven by business rules, APIs to support integration with production and business systems, and sophisticated print and device management capabilities.



## Continuous Inkjet (CIJ)

With over 40 years of specialist CIJ development experience, Videojet offers a range of CIJ Printers to meet a variety of needs including breakthrough predictive capability with enhanced sensing and data processing to alert you to potential faults.



## Laser Marking Systems

Videojet has over 30 years of laser application expertise and a laser portfolio including CO<sub>2</sub>, fiber, UV and other solid-state lasers. In addition, Videojet offers a comprehensive portfolio of laser accessories to simplify integration into your production lines and maximize the laser's performance.



## Thermal Inkjet Printers (TIJ)

Videojet Thermal Inkjet Printers offer an impressive combination of functionality and simplicity in one, compact design, making them an ideal solution for a range of coding and marking applications.



## Thermal Transfer Overprinters (TTO)

Our line of Thermal Transfer Overprinters include a host of class-leading benefits: airless operation, long ribbon lengths, fast print speeds, error prevention features, and simple operator interaction – optimized to meet your application needs.



## Case Coding / Label Print & Apply

To address a variety of tracking and traceability needs, Videojet offers a range of quality equipment for coding cases, cartons and shipping containers. This includes high and low resolution ink-based box printers and case coding systems – in addition to automatic print and apply labelling systems.



In addition, Loftware Spectrum offers near-universal compatibility with various printer brands across your global network, including family drivers for the most popular printing languages. It enables working across heterogeneous labeling coding and marking environments, facilitates collaboration, and helps prevent unmanageable demands for support.

Printer family drivers supported by Loftware Spectrum include:

Avery Dennison, Brother, CAB, Carl Valentin, Cognitive, Coherent, Diagraph, Domino, Epson, Honeywell, K&B, Keyence, Leonardo, Lynx, Markem-Imaje, Macsa, Matthews Mperia, Mectec, METO, Novexx Solutions, Rea Jet, Sato, TEC, Toshiba TEC, Tiflex, TSC, Weber Bluhm, Zebra

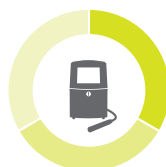
# Digitally-enabled services and other support

Videojet's leading portfolio of high-quality printers is complemented by the largest field service force in the industry, and innovative digitally-enabled services help improve the factory's line uptime and help the customers perform marking and coding tasks worry-free across multiple plants.



## **VideojetConnect™ Remote Service**

An innovative cloud-based solution. Real-time information for your staff and Videojet experts to monitor equipment status, troubleshoot issues, and improve long-term performance\*.



## **Videojet LifeCycle Advantage™**

Leverage our integrated suite of advanced analytics, remote connectivity, and the largest service footprint in the industry to Maintain, Recover and Improve your printers' performance.

**Repair**



**Swap**

## **VideojetConnect Rapid Recover™**

Unlock the fastest path to line recovery with advanced automated troubleshooting to quickly determine if a printer failure can be easily repaired or needs to be swapped.

*\*Subject to availability in your country*

## Benefit from a worldwide extended peace of mind

With an unmatched depth of experience in servicing and maintaining Videojet equipment, Videojet's service and support team help you optimize your coding and marking solutions. Videojet also offers leasing options based on your production needs, with predictable monthly payments and no capital expenditure hurdles.

### **Largest field service footprint**

Quick response times from expertly trained and certified field service professionals.

### **Service Agreements**

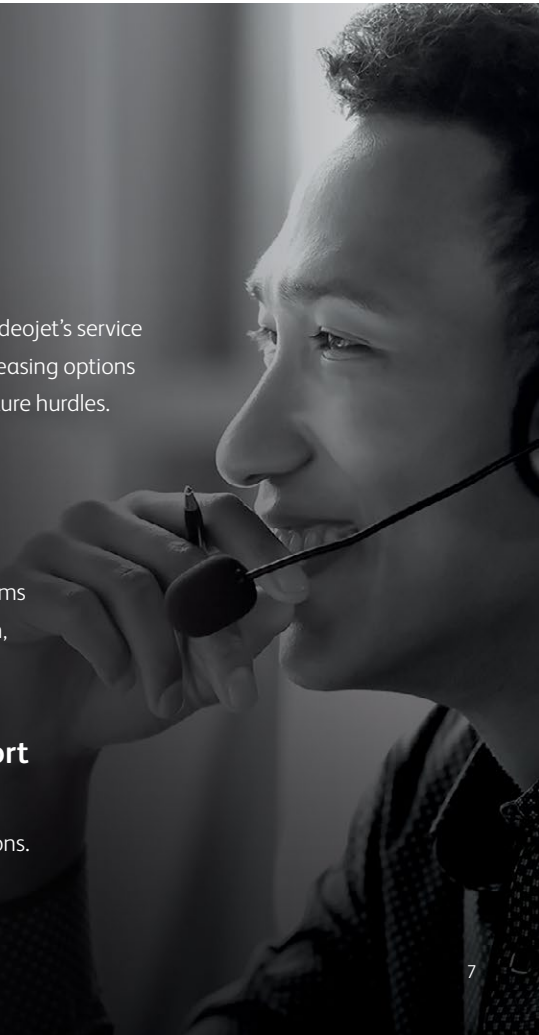
Tailored packages for your specific service needs with predictable monthly costs.

### **Customer training**

Leverage the tools, techniques, and processes learned in our training programs that are customized for your application, team, and operational challenges.

### **24/7 technical phone support**

Direct access to 24x7x365 world-class trouble-shooting and application solutions.



# About Videojet and Loftware partnership

Videojet and Loftware bring together two recognized world leaders in their respective markets, driving innovation to help customers improve their operational efficiency, protect and grow their brand, and stay ahead of industry trends and regulations.

## Videojet

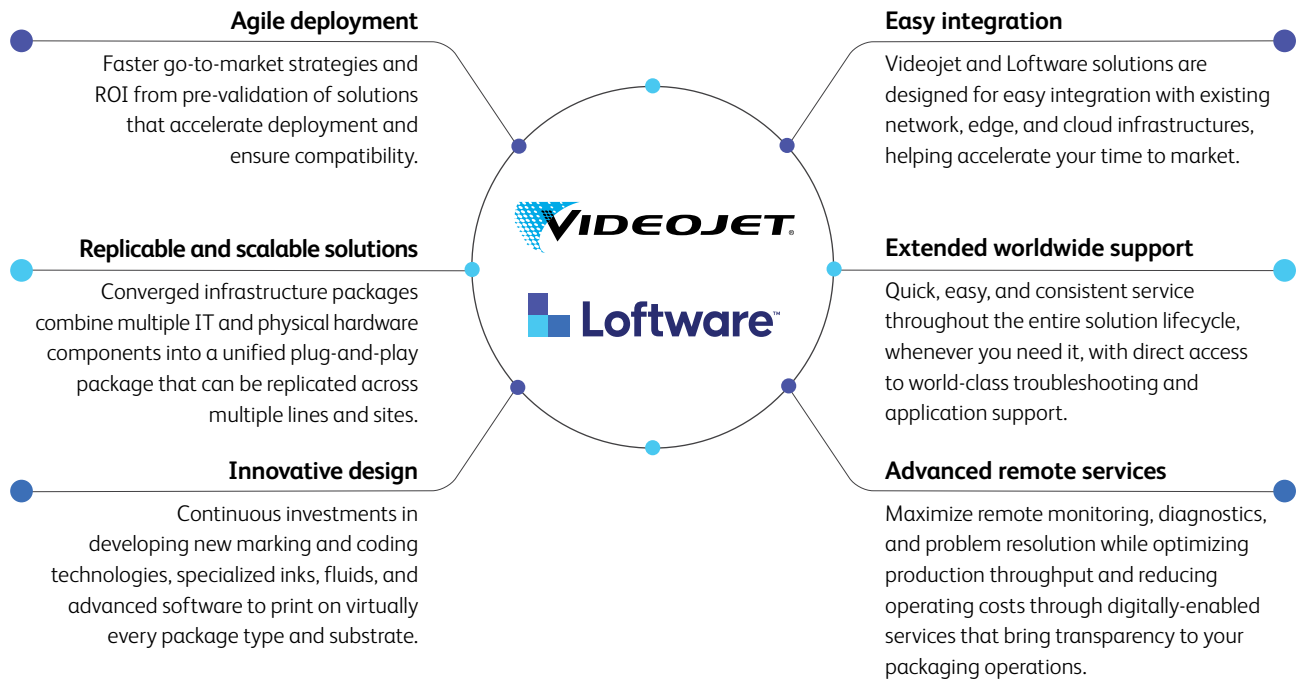
Leadership and expertise in product identification, providing in-line coding and marking products, application-specific fluids, and product life cycle services.

## Loftware

World's largest cloud-based Enterprise Labeling and Artwork Management provider, offering an end-to-end labeling solution platform for companies of all sizes.

## Videojet and Loftware deliver value in various ways:

- Offering excellent products and comprehensive solutions that help solve customer challenges and deliver business results
- Running complex operations to boost supply chain agility, competitiveness, and product security
- Integrating and connecting to large ecosystems with multiple players and partners to serve end customers
- Addressing the regulatory compliance environment, constantly evolving and impacting customer operations



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