Marking, coding and systems solutions
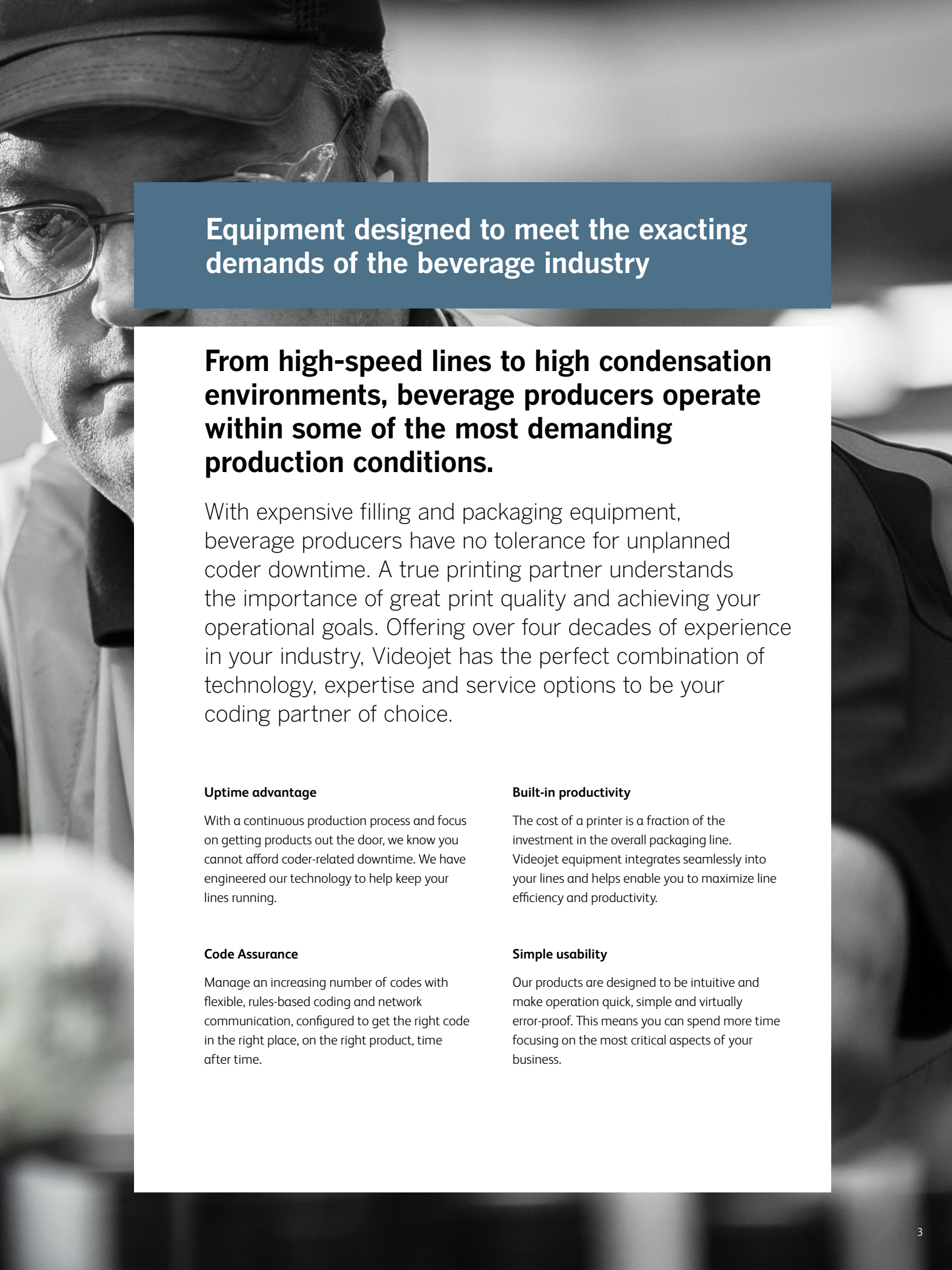
Beverage

VIDEOJET®

We know the unique challenges you face on your beverage production lines

High speeds, condensation, rapid line changeovers and expensive downtime. Codes on your products are necessary, but headaches shouldn't be.

Equipment designed to meet the exacting demands of the beverage industry

From high-speed lines to high condensation environments, beverage producers operate within some of the most demanding production conditions.

With expensive filling and packaging equipment, beverage producers have no tolerance for unplanned coder downtime. A true printing partner understands the importance of great print quality and achieving your operational goals. Offering over four decades of experience in your industry, Videojet has the perfect combination of technology, expertise and service options to be your coding partner of choice.

Uptime advantage

With a continuous production process and focus on getting products out the door, we know you cannot afford coder-related downtime. We have engineered our technology to help keep your lines running.

Built-in productivity

The cost of a printer is a fraction of the investment in the overall packaging line. Videojet equipment integrates seamlessly into your lines and helps enable you to maximize line efficiency and productivity.

Code Assurance

Manage an increasing number of codes with flexible, rules-based coding and network communication, configured to get the right code in the right place, on the right product, time after time.

Simple usability

Our products are designed to be intuitive and make operation quick, simple and virtually error-proof. This means you can spend more time focusing on the most critical aspects of your business.

Innovative solutions for unique beverage applications

Though only a relatively small component of your packaging investment, selection of the right coding solution is imperative to your success. Videojet works closely with major OEMs to make sure that your coding solution integrates seamlessly into your lines. Videojet has a range of high uptime solutions to meet these challenges, whether you need to print a simple best-before date or more complex promotional codes.

The desired location of the code on the beverage container drives where the coder will be installed

Before or after filler

Videojet has a range of printers to address printing on the bottle, can or other beverage container either before or after filling. We offer specially-formulated inks and unique accessories to displace any surface moisture help to ensure clear codes. In addition, laser marking systems deliver permanent, non ink-based printing.
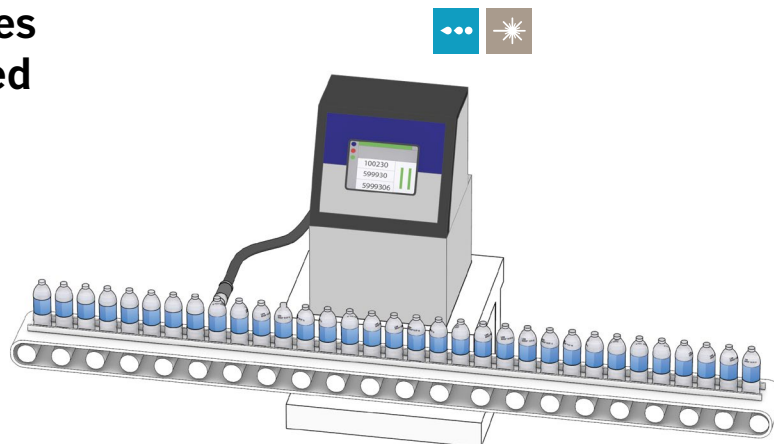
Laser Marking Systems
Beam of infrared light that creates marks where the heat of the beam contacts with the package surface.

Thermal Inkjet (TIJ)
Ink-based non-contact printing that is generally used to print 2D DataMatrix and other bar codes.

Continuous Inkjet (CIJ)
Ink-based printing of up to five lines of text and 2D bar codes on a variety of packaging types, including stationary packaging via traversing systems.

Thermal Transfer Overprinting (TTO)
A digitally controlled printhead precisely melts ink from a ribbon directly onto flexible films to provide high resolution, real-time prints.

Large Character Marking (LCM)
Ink-based, non-contact printing of tall codes, including alphanumeric logos, and bar codes in large sizes primarily for cases.

Label Printer Applicator (LPA)
Prints and places labels of various sizes on multiple package types.

Coding technologies for your packaging type:

Printing application	CIJ	TIJ	Laser	TTO	LPA	LCM
Bottles	✔		✔			
Aluminum cans, flexible pouches	✔		✔	✔		
Plastic bottles, caps, lids	✔		✔			
Paperboard, cartons	✔	✔				
Shrink wrap, boxes, trays		✔	✔		✔	✔

Before labeler

With this application, the printer is typically situated on the first rotating table of the labeler. The printer is integrated into the labeler to apply codes in the same location on every label before being applied to the container.
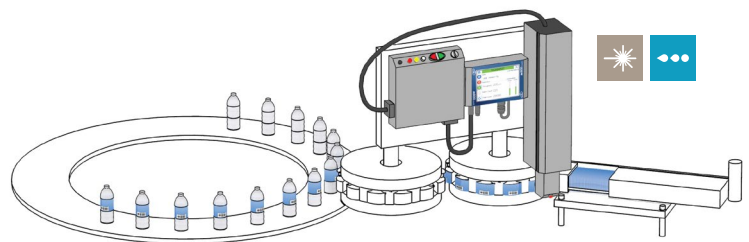
After labeler

In this configuration, the printer is located after the labels have been applied to the containers. The use of special printheads on inkjet printers or beam turning units on laser systems help ensure the printers can fit into space constrained locations and apply codes in the same location on every label.
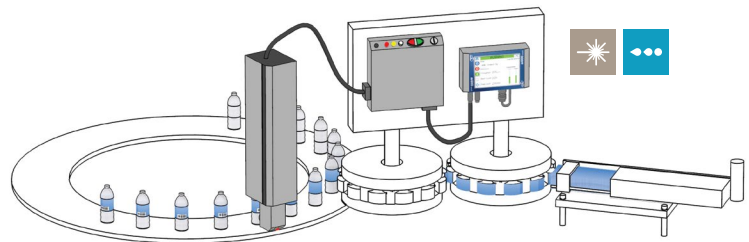
Cases and shrink wrapped trays

Case printers are best integrated on your conveyor after the sealed case or tray has been discharged. The type and amount of information you want to print on your cases determines which coding solution is ideal for you.
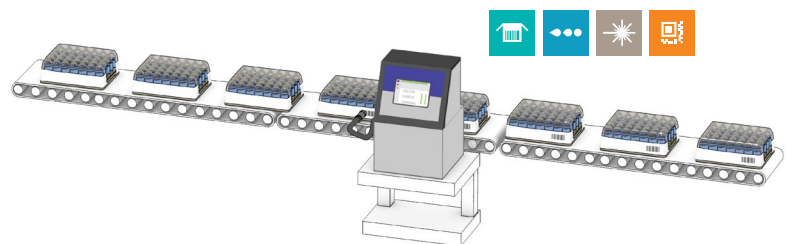
Glass bottles

Coding to represent high quality

From clear to amber to green and other quality enhancing colors, beverage bottles continue to evolve. New bottle requirements and packaging lines can dictate your coding technology selection, but code quality and content requirements also play a role.

Traceability from high quality codes

Product diversion to unauthorized channels and counterfeiting can reduce profits, tarnish brand image and create safety risks for your customers.
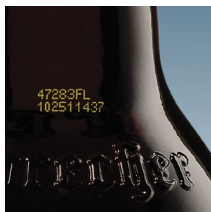
Advanced coding technologies and supporting software solutions can give you the supply chain control you need to help prevent these threats. These solutions can be as simple as using a laser marking system to ensure a permanent code on your product, to an integrated software solution that incorporates anti-counterfeiting elements into your codes.

Continuous Inkjet (CIJ)

- wide selection of inks including fast-dry, removable, high-contrast, food-safe and condensation penetrating
- CleanFlow™ printhead reduces frequency of printhead cleanings, helping to maximize uptime

Laser Marking Systems

- delivers clear, permanent codes on nearly any color or type of glass bottle
- designed for high quality marking with virtually no font, code or graphics restrictions

Aluminum cans, flexible pouches

Keep your line running smoothly

Aluminum cans and flexible pouches are a popular choice for packaging a wide variety of beverage products. However, coding on these packages can often be a challenge due to the metal finishes and curved designs. Your coding solution needs to be able to handle difficult coding applications and help keep your line running efficiently.
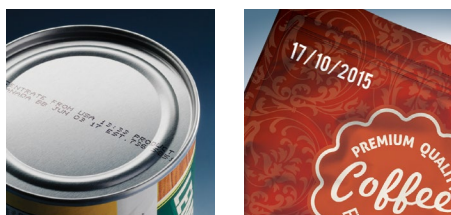
Get more from you printer

Whether you're integrating into filling lines or any other packaging machinery, Videojet coding solutions help enable you to maximize line efficiency and productivity while minimizing total cost of ownership. Our extensive product line enhances the efficiency of your production lines, giving you the technologies and supplies you need to achieve optimal code quality and durability, while keeping your operations moving.

Continuous Inkjet (CIJ)

- meets the needs of high speed can applications, including coding on the concave bottom of aluminum cans
- broadest portfolio in the industry at over 175 ink offerings including odorless and non-MEK inks

Laser Marking Systems

- delivers high-speed, permanent codes for traceability data, gaming applications or simple expiration dates
- mark speeds of up to 80,000 cans per hour, and codes that deliver high legibility and contrast

Thermal Transfer Overprinting (TTO)

- produces high-resolution codes (300 dots per inch/12 dots per mm) on flexible film with no solvents
- patented clutchless ribbon drive minimizes maintenance-related downtime and maximizes ribbon efficiency
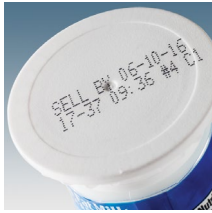
Plastic bottles, caps, lids

Solutions for a wide variety of plastic

The shape, size and composition of both clear and colored plastic bottles and enclosures are constantly changing. Codes on these containers can be intended for consumer use, such as 'best-by' dates, or include production data to management used for supply chain management.

Minimizing code errors on your line

Coding errors are a problem for beverage companies and have a real cost. Inaccurate codes can lead to recalls, increased expense to remove the affected product, and may even result in financial penalties. To address this issue, it is ideal to remove the human element altogether from code selection. Videojet Code Assurance solutions help to simplify your processes and empower you to get the right code in the right place, on the right product, time after time.

Continuous Inkjet (CIJ)

- high-speed, non-contact printing, even on irregular shapes
- SmartCartridge™ fluid delivery system means virtually no mess, no waste, and no mistakes fluids replenishment

Laser Marking Systems

- no inks or fluids required, reducing your environmental footprint
- wide range of laser lenses, powers and technology types make sure that you can print on most kinds of plastics

Paperboard, cartons, labels

Versatility to code on almost anything

The selection of a coding technology and fluids is based on the unique needs of your business. Substrate and environmental considerations, requirements for preventing contamination, and the high speeds common in the beverage industry can make that selection process more challenging.
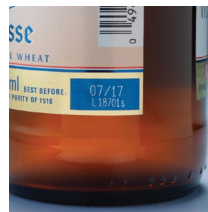
The benefits of integration

Coding systems can be integrated either before or after the container has been filled on the production line, or integrated into your labeling system. This flexibility allows for increased coding consistency from the more precise material handling already present on the line. IP65-rated printers can withstand washdown procedures, without the need for special consideration or being placed in a dry location.

Continuous Inkjet (CIJ)

- easy integration onto your line – even inside the labeler – for printing nearly anywhere on the label or carton
- print sizes available with compact 50 micron nozzles for your small, hard-to-code areas

Laser Marking Systems

- CO_2 lasers can remove the top layer of a pre-printed ink to expose the layer underneath, resulting in high quality and bright contrast
- scribing technology and large marking fields provide excellent code quality

Thermal Inkjet (TIJ)

- high resolution, ink-based printing with no wear parts, minimizing maintenance and related downtime
- compact design for easy integration into your line and flexible communication choices for ease-of-use

Shrink wrap, boxes, trays

Empower your supply chain

Legible case coding is the cornerstone of effective inventory management throughout the supply chain. Videojet can help in a variety of ways, providing high resolution printing for direct-to-box and automatic label applications.

Improve traceability and reduce case-related costs

Printing lot, batch and supplier-specific information on your cases creates a traceability point that is visible to your warehouse, wholesaler and retailer. This information provides vital product information, allows for rapid identification and helps to more quickly move product through your supply chain. Videojet can help you accomplish this as a GS1 solutions partner. In addition, printing this information directly on the case simplifies packaging demands and helps reduce case-related costs by standardizing to a common box style for different trading partners.

Large Character Marking (LCM)

- eliminates the cost, storage and management of labels and need for customer-specific pre-printed cases
- solution with patented micropurge process purges ink in programmable intervals to help keep the printhead free of debris for best print quality

Label Printer Applicator (LPA)

- automatic application of high quality printed labels offers greater speed, accuracy and error prevention than hand labeling
- designed for ease of use and low maintenance

Thermal Inkjet (TIJ)

- creates complex, detailed codes ideal for retail-ready packaging
- ideal for non-porous substrates, Videojet MEK-based inks help ensure good code recovery even after line interruptions

Customized solutions for your application

Every coding application is different. That is why we offer you one of the most comprehensive selections of service, supplies and accessories to customize a solution for your unique operations.

With a wide range of ribbons, inks and fluids, Videojet has spent over 40 years developing specialty consumables that are ideal for your beverage applications. In addition, we work directly with major OEMs and have a wide range of customized accessories for all printing technologies to seamlessly integrate our printers into your production lines.

Service, supplies and accessories

Supplies

Specially developed inks and fluids

Inks and fluids are a critical piece to identifying the ideal solution for your application. With over 15 types of ribbon, 640 application-unique fluids, and the help of our technical support team, we are sure to have your ideal solution.

Accessories

Configurable accessories

From customized stainless steel brackets and rubber rollers to fume extractors and beam turning units, Videojet has the accessories for a worry-free installation to help ensure the optimal performance of your line.

Service

Videojet offers global service and support with over 800 direct service and technical support resources in 24 countries and factory certified distributor support in 135 additional countries.

- On-site installation, commissioning and operational support
- 24 X 7 help desk / technical support operations in 16 countries
- Proven responsiveness to meet on-site service requirements

Service offerings can be configured to your unique needs from operator maintenance training or time material service to specialized service contracts offering part replacement, preventative maintenance and supplies.
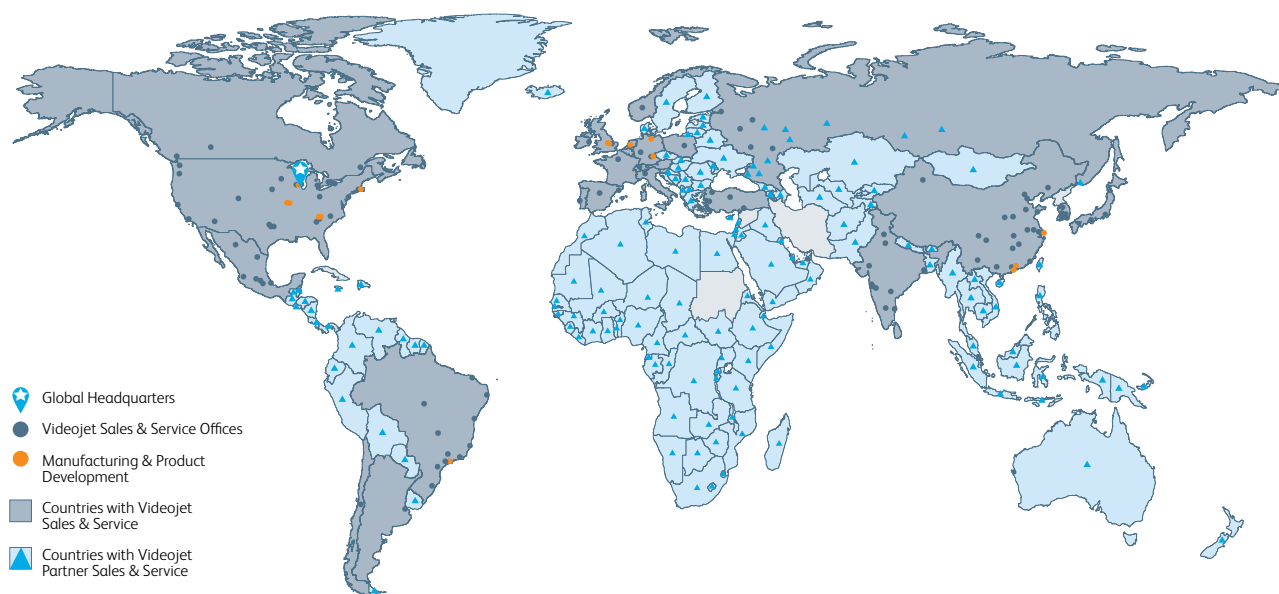
Peace of mind comes as standard

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product life cycle services.

Our goal is to partner with our customers in the consumer packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in Continuous Inkjet (CIJ), Thermal Inkjet (TIJ), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 400,000 printers installed worldwide.

Our customers rely on Videojet products to print on over ten billion products daily. Customer sales, application, service and training support is provided by direct operations with over 4,000 team members in 26 countries worldwide. In addition, Videojet's distribution network includes more than 400 distributors and OEMs, serving 135 countries.

- Global Headquarters
- Videojet Sales & Service Offices
- Manufacturing & Product Development
- Countries with Videojet Sales & Service
- Countries with Videojet Partner Sales & Service

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