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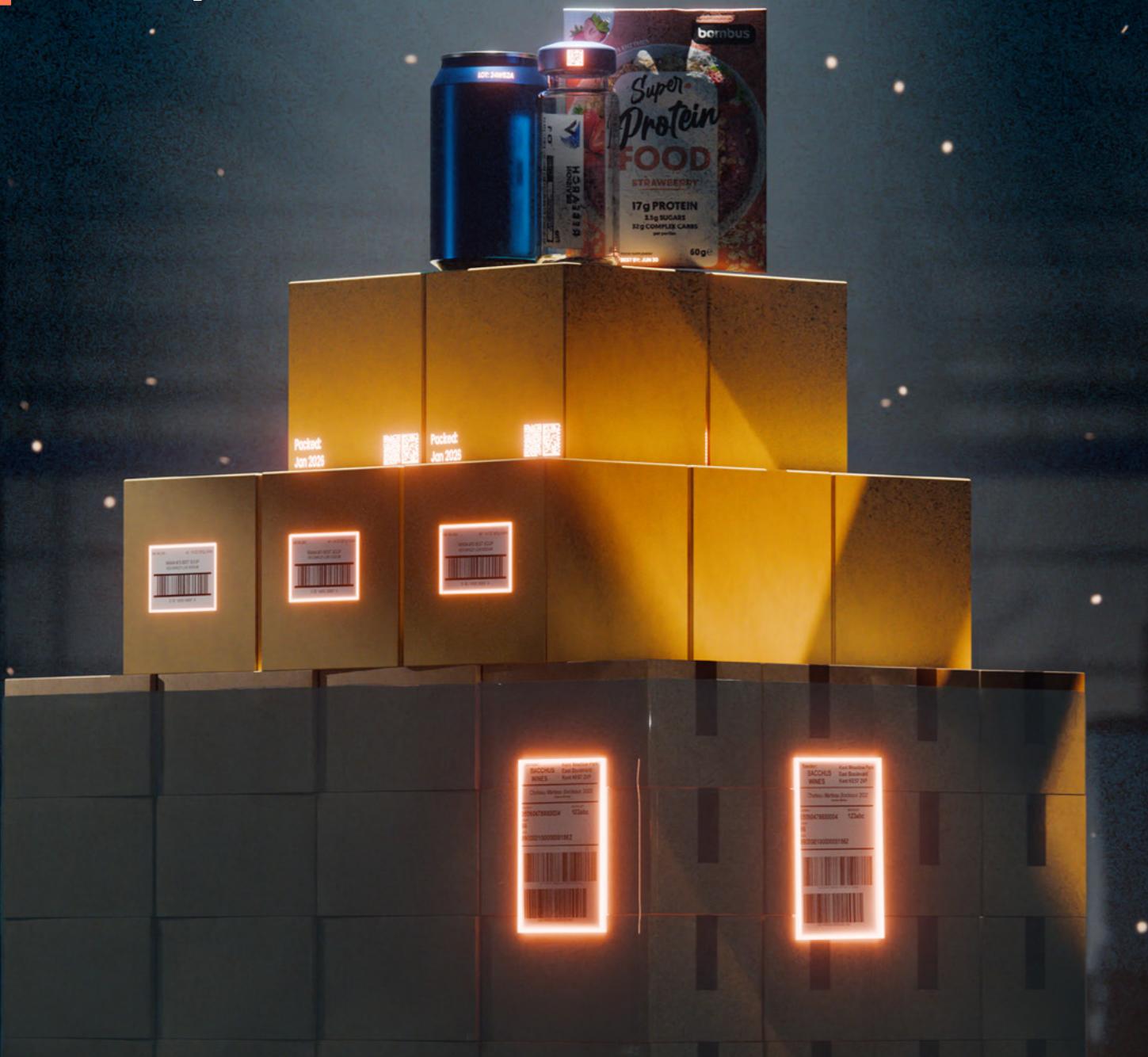


 **VIDEOJET**®

Solutions guide

A smart, connected user experience that keeps your production running smoothly

Full-line coding and marking. Delivered by one partner.



One partner delivering consistent, accurate, and reliable coding across every stage of the packaging line – from pack to pallet – supported by expert integration, automation, and long-term support.

The Videojet printers fit in with our goals because they can be implemented along with our other technologies, and they help us advance the services we can provide to our customers.

Eric Greiner – ESL sales manager

Things to consider

Key considerations when choosing a coding and labeling solution

Choosing the right coding and labeling solution isn't about selecting a single technology – it's about making confident decisions that protect your operation today and support it tomorrow.

1. Accuracy, compliance, and brand protection

Codes and labels are more than information – they are safeguards. Poor readability, inconsistency, or non-compliance can result in rework, recalls, and reputational damage.

2. Automation, and smart factory readiness

As production environments become faster and more complex, automation plays a critical role in reducing manual intervention, improving consistency, and enabling smarter operations. It also helps manufacturers address labor shortages by reducing reliance on manual tasks and allowing skilled operators to focus on higher-value work.

3. Reliability, uptime, and operational confidence

Downtime creates pressure across the entire operation. Reliable, well-integrated solutions help maintain throughput, reduce disruption, and support predictable performance. And while coding may be a small part of the line, it must be running for the entire operation to function – supported by dedicated technical expertise and a global support infrastructure when help is needed.

4. Sustainability, and futureproofing

Packaging decisions should support long-term goals – operationally and environmentally. Forward-thinking manufacturers look to future-proof their operations with efficient, innovative technologies that reduce waste today and adapt easily to what comes next – without allowing outdated systems to become a barrier to progress.

5. Total cost of ownership, and procurement confidence

Upfront price is only one part of the decision. Long-term value comes from performance, uptime, standardization, and the ability to scale with confidence.

Pack. Case. Pallet.

Covered.



Continuous inkjet (CIJ) printing

Why CIJ?

CIJ is the go-to solution for fast, continuous, non-contact coding across a wide range of materials. It excels on high-speed lines, handles irregular shapes and frequent changeovers, and delivers reliable, readable codes—without slowing your line or requiring equipment changes.

Best for:

- High-speed, high-volume production lines needing reliable, non-contact coding
- Printing on a wide variety of substrates—including curved, uneven, or flexible surfaces
- Operations seeking a cost-effective, versatile solution for everyday coding needs

CIJ is ideal for manufacturers who need fast, flexible coding across diverse packaging types. Consider your substrate, production speed, and long-term maintenance resources to decide if it's the right fit.

[Find out more](#)

Pack. Case. Pallet.

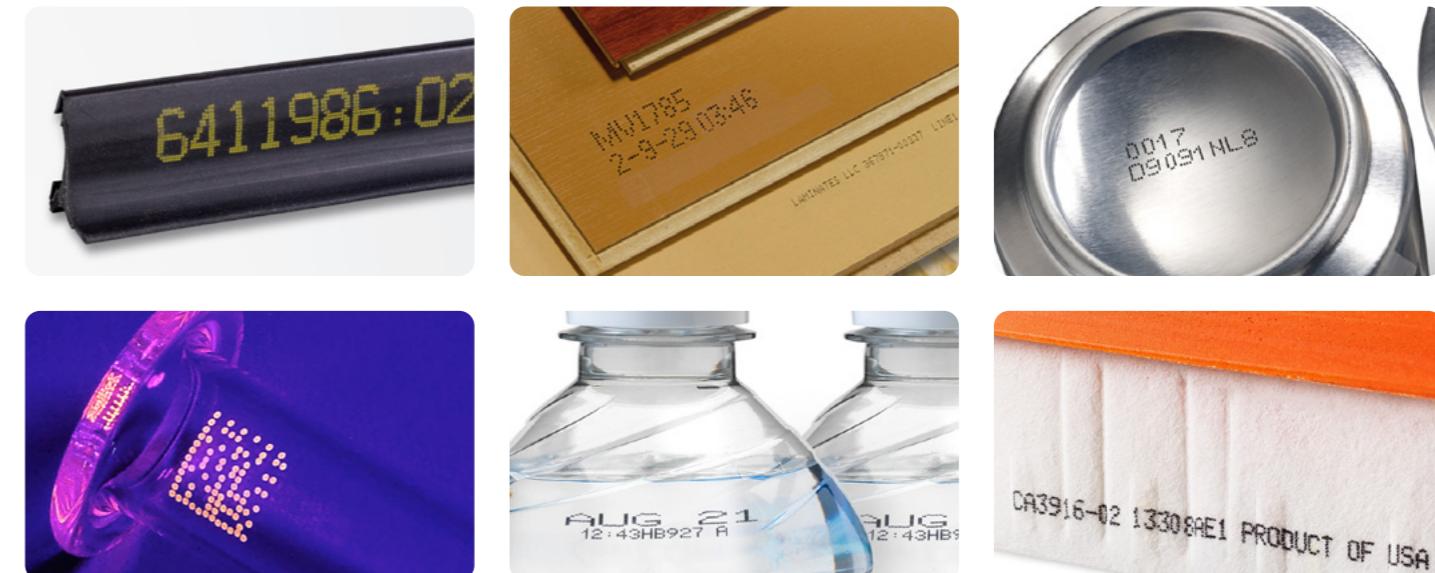
Covered.

Continuous inkjet (CIJ) printing



Suitable applications

Provides reliable, high-speed printing of variable data—such as lot codes, expiration dates, and batch numbers—on a wide range of materials, including curved or uneven surfaces like bottles, cans, and flexible films.

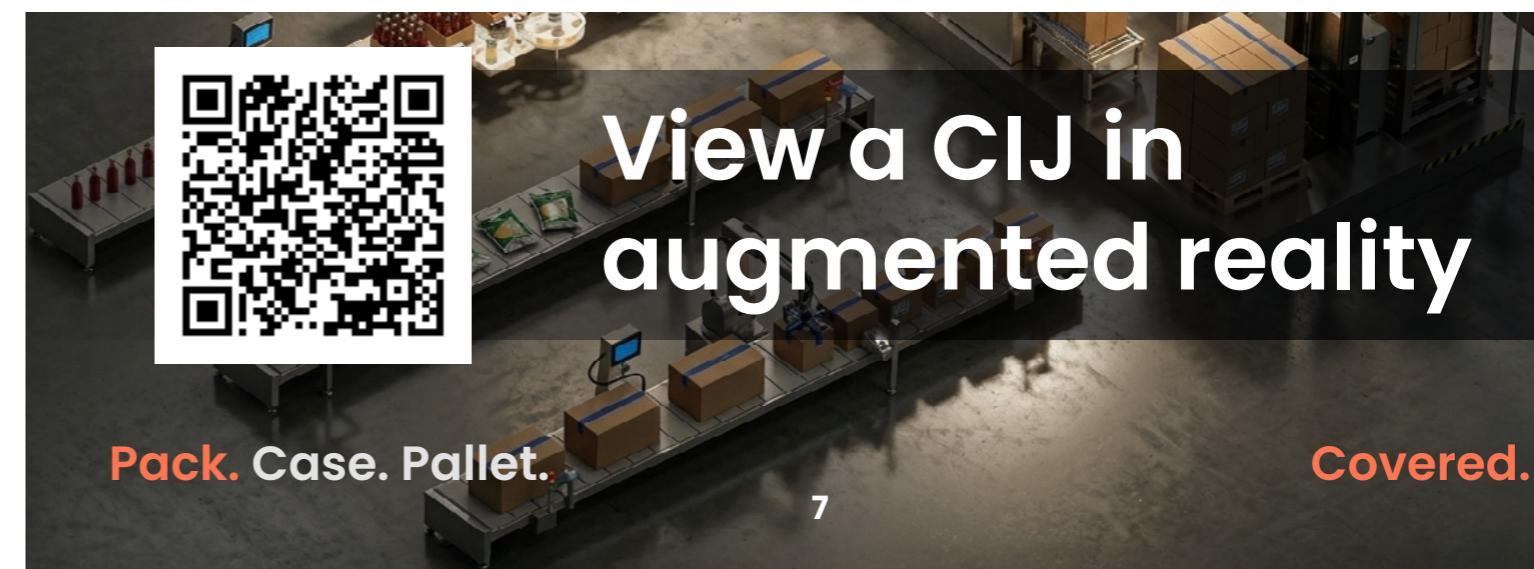


I'm ideal for

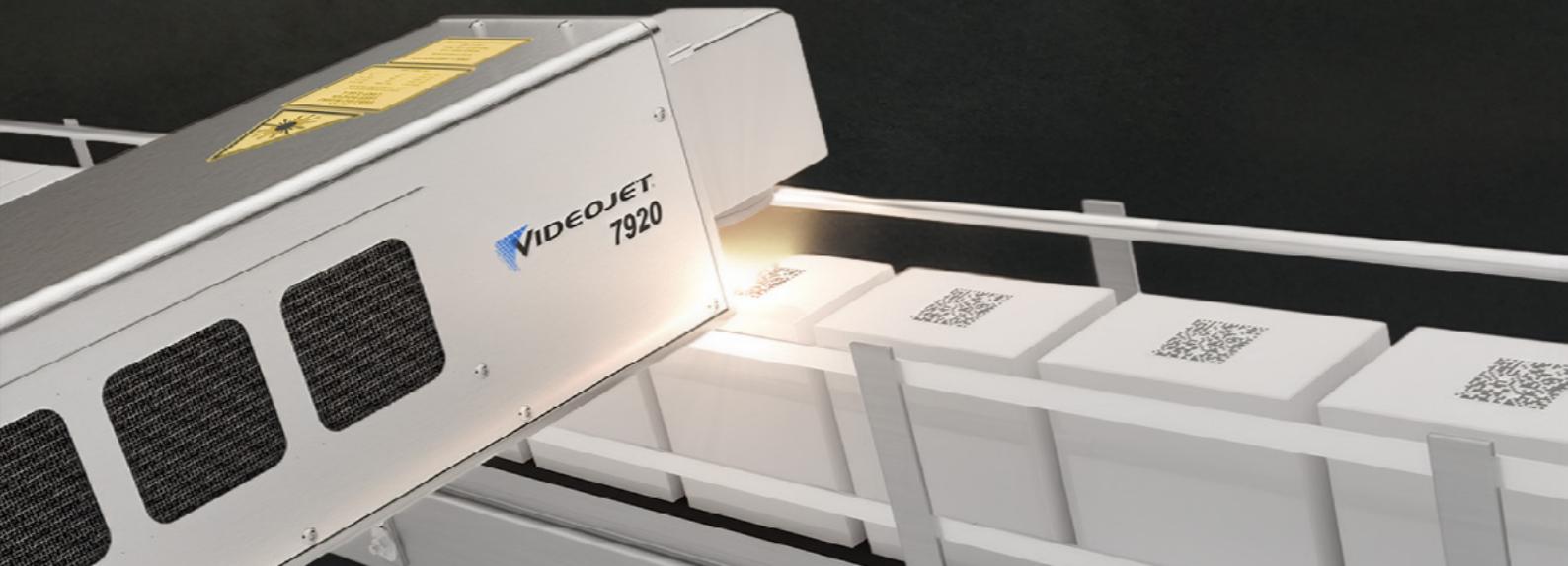
- Flexible film
- Foil
- Labels
- Glass
- Masonry
- Metal
- Paperboard
- Plastic - HDPE
- Plastic - PET
- Plastic - Other
- Wood and lumber



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Covered.



Laser marking

Why laser marking?

Laser marking can create permanent, high-resolution codes directly on a range of materials without inks or ribbons. It's a clean, efficient solution for brands needing durable, tamper-proof marks and minimal maintenance.

Best for:

- Permanent, tamper-proof codes on cartons, films, hard plastics, foils, metal, and wood
- High-speed lines where uptime and reliability are critical
- Operations seeking to minimize consumable use and maintenance

Laser is ideal for manufacturers who need permanent, high-contrast codes and want to reduce consumable costs. Consider your materials, production speed, and facility requirements to decide if it's the right fit.

[Find out more](#)

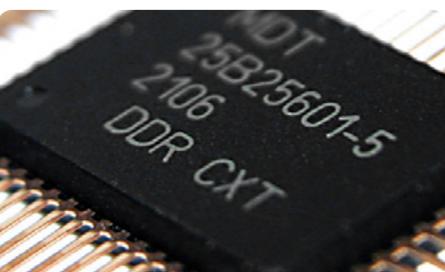
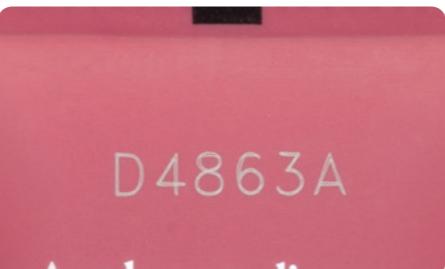
Pack. Case. Pallet.

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Laser marking

Suitable applications

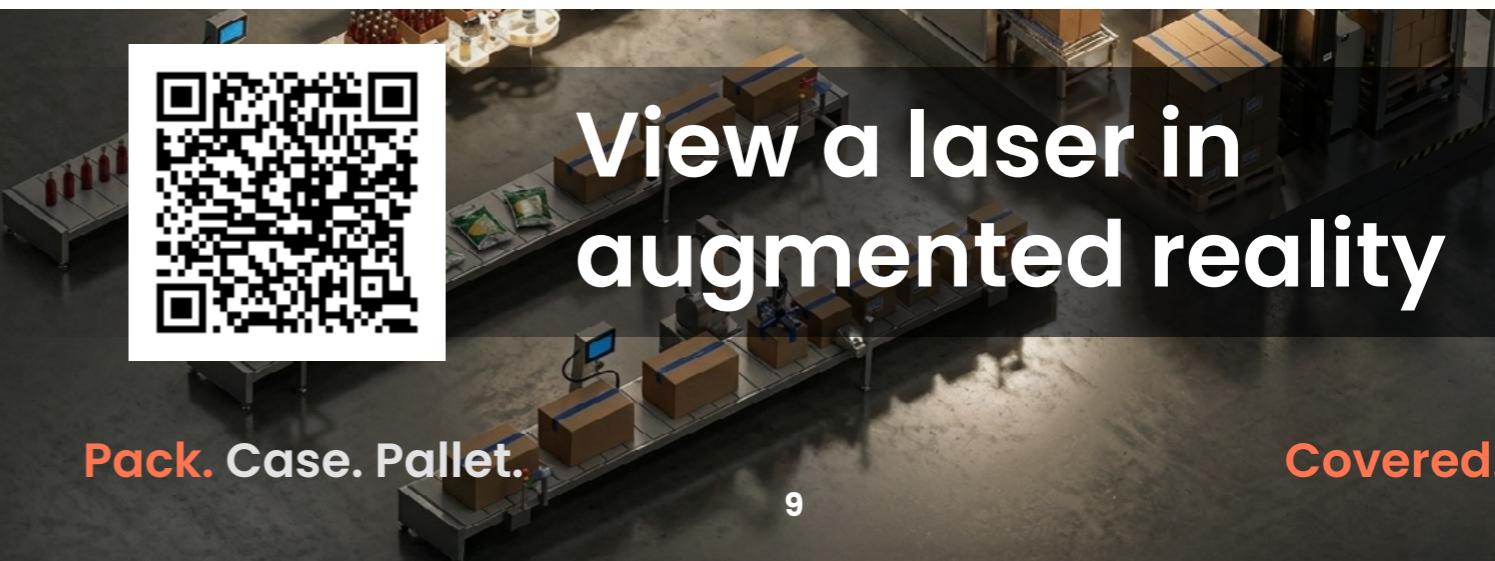
Creates permanent, high-contrast marks for variable data—such as batch numbers, QR codes, and logos—on materials like glass, plastics, metals, and paperboard.



I'm ideal for

- Extrusions
- Flexible film
- Foil
- Glass
- Labels
- Metal
- Paperboard
- Plastic - HDPE
- Plastic - PET
- Plastic - Other
- Rubber
- Wood and lumber

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Pack. Case. Pallet.

Covered.



Thermal transfer overprinting (TTO)

Why TTO?

TTO is the trusted choice for coding on flexible packaging, delivering crisp, high-resolution codes at today's production speeds. TTO supports traceability, compliance, and flexible data printing—streamlining operations and reducing reliance on pre-printed packaging.

Best for:

- Durable, high-quality codes on films, pouches, foils, and labels
- Reliable performance on fast-moving production lines
- Operations that value simple integration and quick-change maintenance

Large ribbon capacities and a variety of ribbon economy modes help maximize the time between ribbon changeovers. Consider your packaging materials, production speed, and maintenance resources to determine if Thermal Transfer Overprinting is the right fit for your line.

[Find out more](#)

Pack. Case. Pallet.

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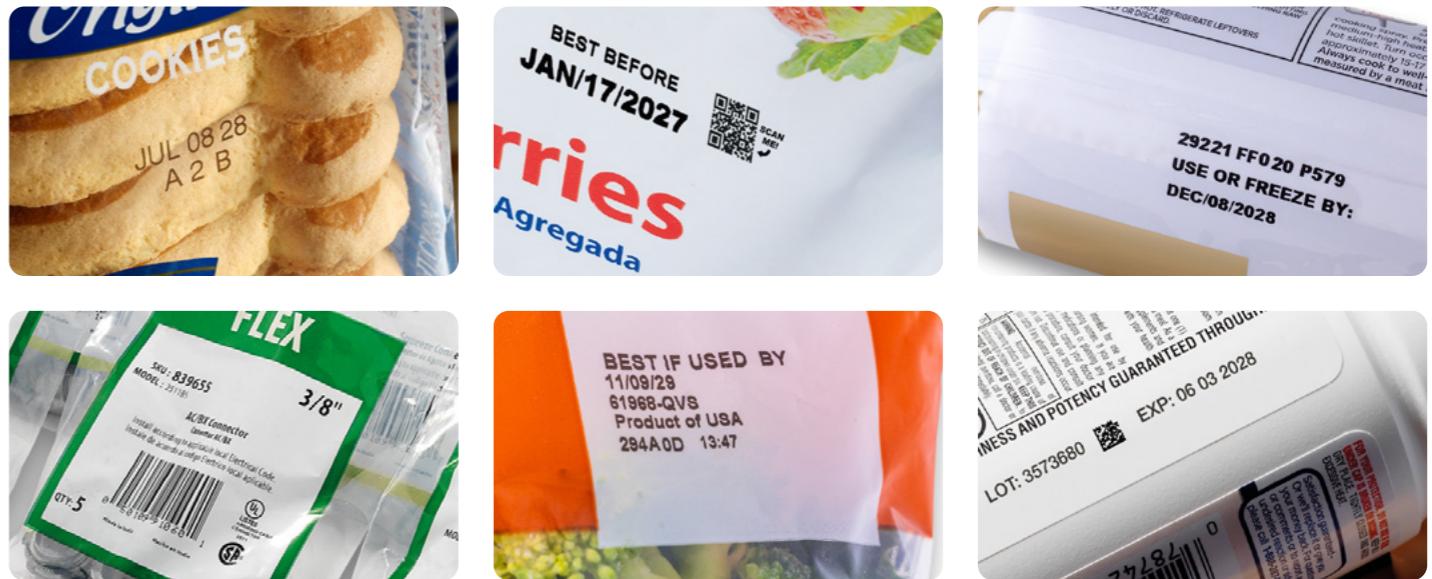
Covered.

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Thermal transfer overprinting (TTO)

Suitable applications

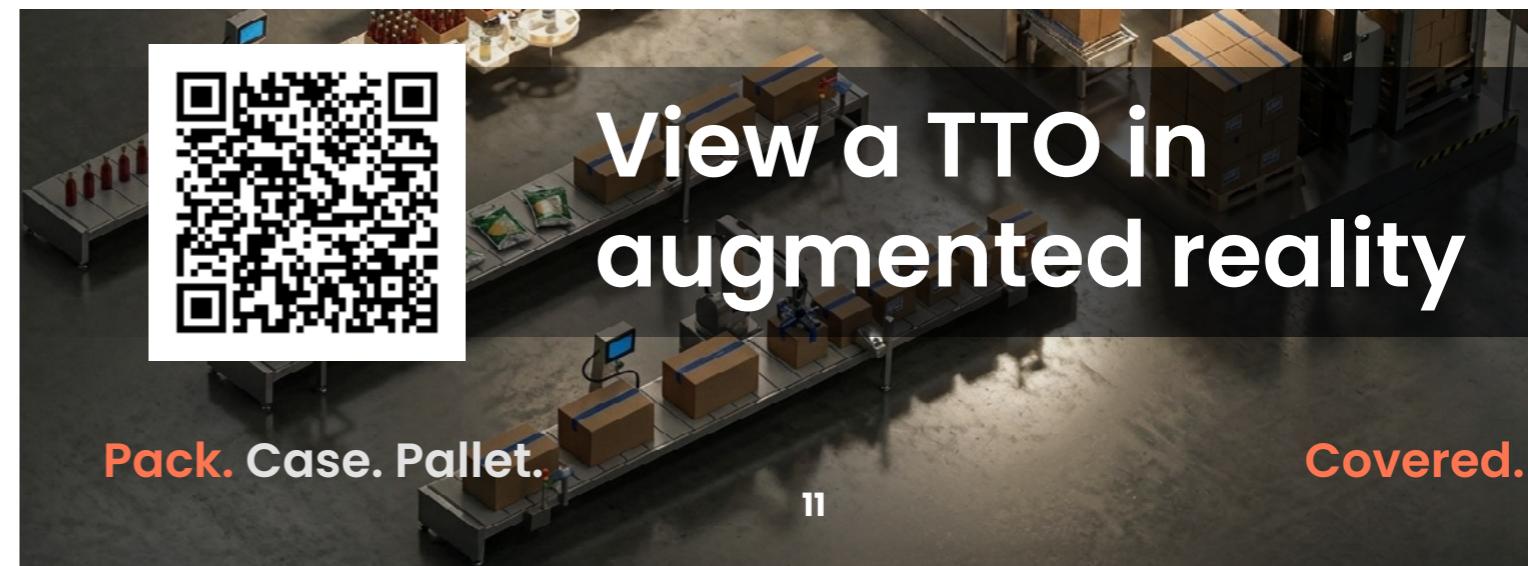
Delivers high-quality and durable variable information, such as expiration dates, batch numbers, 2D codes, barcodes, ingredients, and branding on flexible materials like films, labels, and pouches.

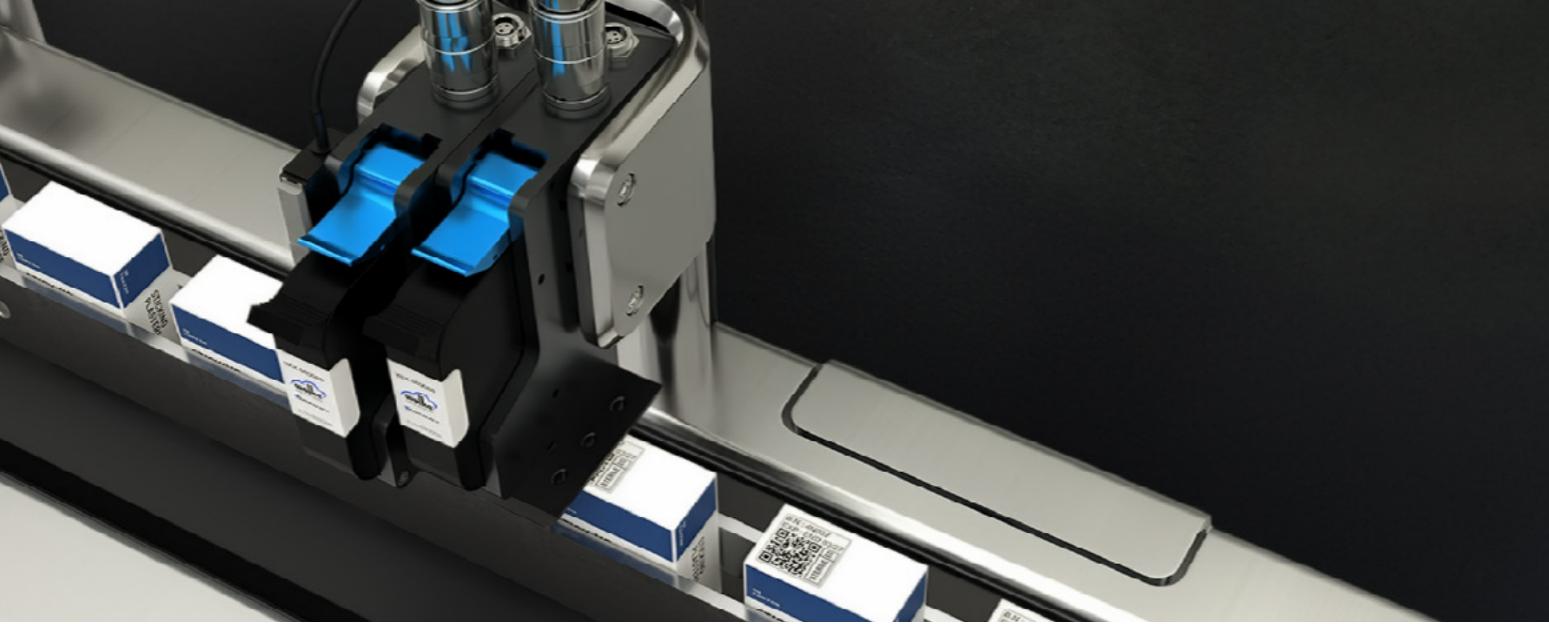


I'm ideal for

- Flexible film
- Foil
- Labels

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Thermal inkjet (TIJ) printing



Why TIJ?

TIJ delivers high-resolution, crisp codes and barcodes directly onto cartons, pouches, and flexible films. It's a clean, low-maintenance solution ideal for date codes, batch numbers, 2D codes, and logos—helping ensure readability and compliance on primary packaging.

Best for:

- Sharp, machine-readable codes on cartons, pouches, and flexible films
- Fast, efficient coding with minimal maintenance
- Operations requiring easy cartridge changes and clean, no-mess printing

Features like automatic cartridge setup, advanced data handling, and portable ink level tracking can help improve productivity, quality, and efficiency targets. Consider your packaging materials, code requirements, and production speed to determine if Thermal Inkjet is the right fit for your primary packaging line.

[Find out more](#)

Pack. Case. Pallet.

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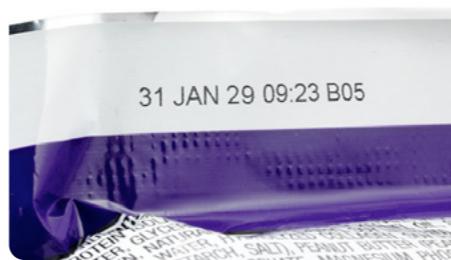
Covered.

Thermal inkjet (TIJ) printing



Suitable applications

Produces high-resolution, clean, and fast printing of alphanumeric codes, barcodes, 2D codes, and graphics on porous and non-porous surfaces like cartons, labels, and blister packs.



I'm ideal for

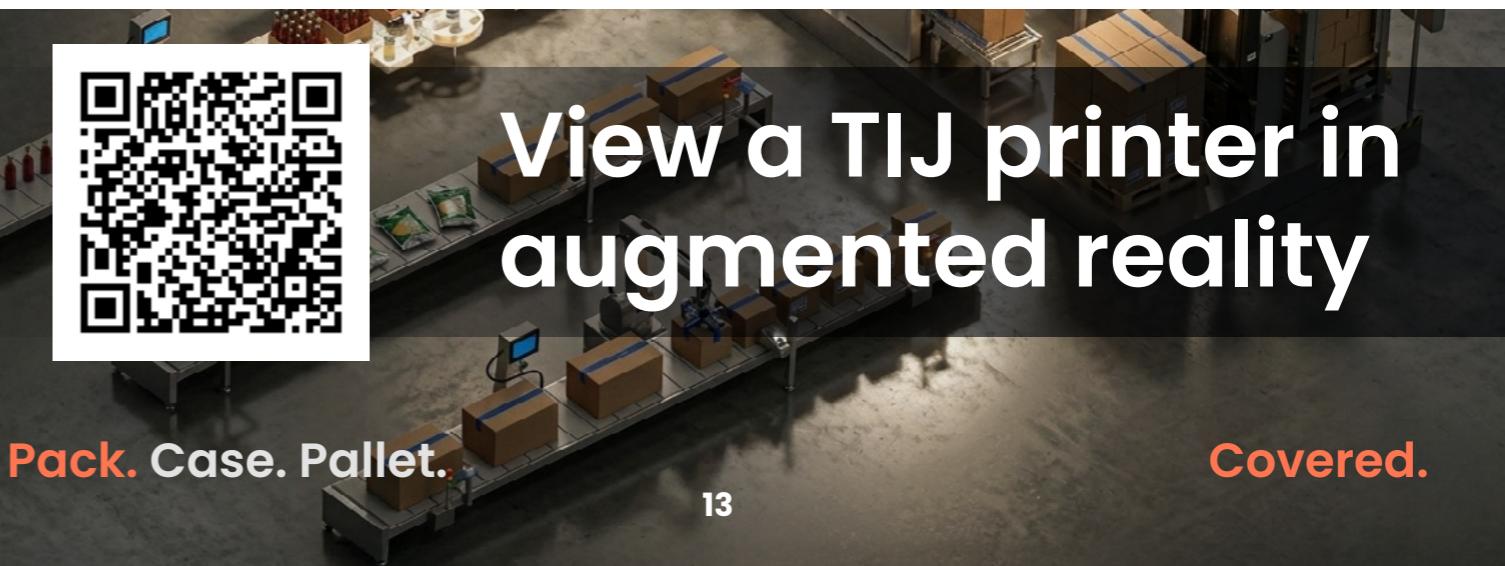
- Paperboard
- Plastic – HDPE
- Flexible film
- Foil
- Labels
- Corrugate

I'm also suitable for
case coding

see more on page 16



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Pack. Case. Pallet.

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Covered.

Case.

- Thermal Inkjet
- Print and Apply Labeling
- Large Character Marking



"The changes to the outer case coding have been transformational. Throughput has increased, downtime reduced and the print quality has helped with our rebrand to look more professional."

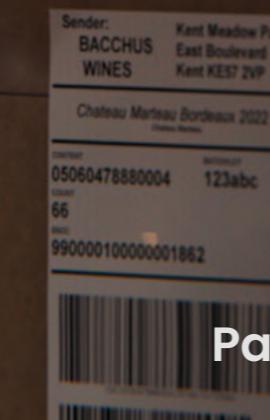
James Macsween,
Managing Director – Macsween

Case coding and labeling sit at a critical intersection between production and distribution. Errors here don't stay isolated – they multiply, impacting logistics efficiency, customer confidence, and downstream costs.

Videojet case-level solutions are designed to simplify complexity and reduce risk. Whether printing directly onto cases or applying labels, our technologies integrate cleanly into existing lines, deliver reliable performance at line speeds, and help ensure every case is ready for what comes next.

Why it matters

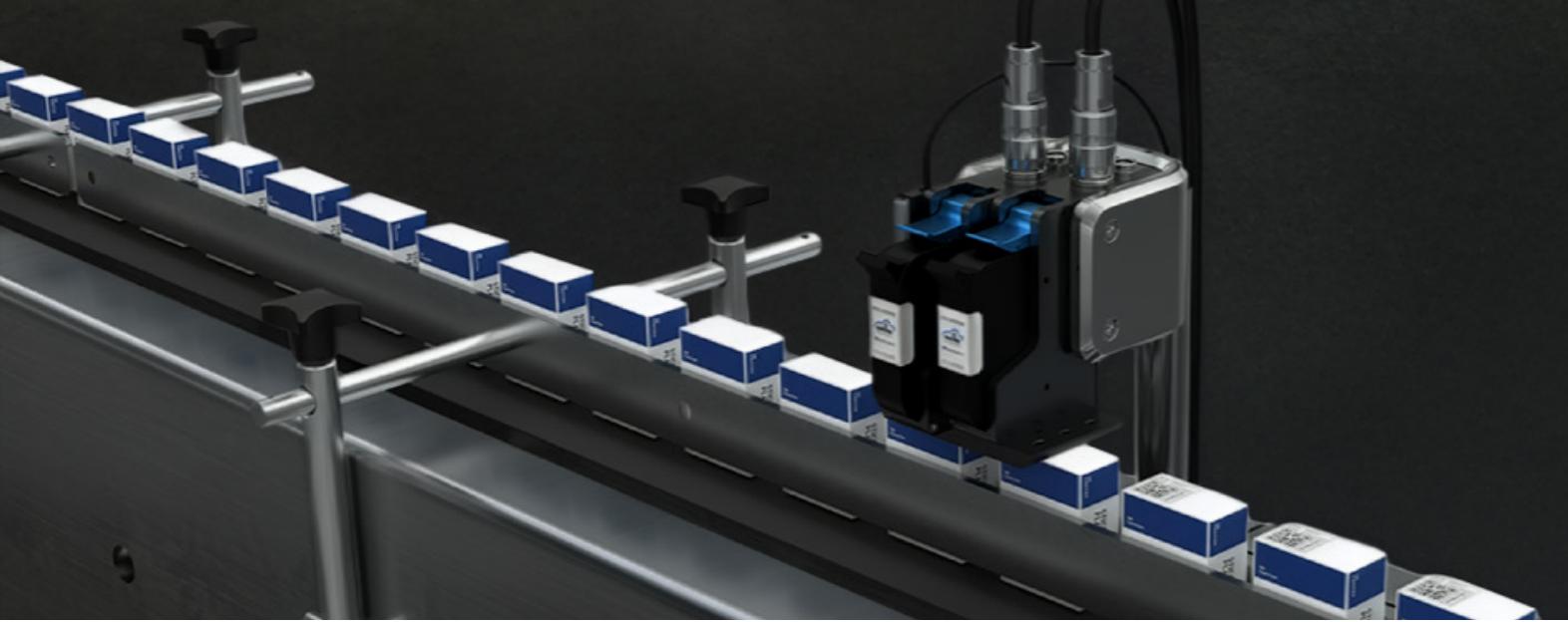
- Clear, consistent case identification supports traceability and logistics accuracy
- Automated application reduces mislabeling and unplanned downtime
- Reliable performance protects throughput and operational efficiency



Pack. Case. Pallet.

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Covered.



Thermal inkjet (TIJ) printing



Why TIJ?

TIJ is a proven solution for case coding, creating crisp, readable barcodes and text on corrugate cases and paperboard. It offers reliable performance for logistics and traceability, with easy integration and rapid cartridge changes to keep your line moving.

Best for:

- Clear, scannable codes on corrugate cases and paperboard
- Operations seeking low-maintenance, cartridge-based printing
- Environments where clean, efficient coding supports logistics accuracy

TIJ is a proven solution for clear, scannable codes on corrugate cases and paperboard, supporting logistics accuracy and efficient operations. Consider your case substrates, print area, and throughput needs to decide if thermal inkjet printing is the best choice for your secondary packaging.

[Find out more](#)

Pack. Case. Pallet.

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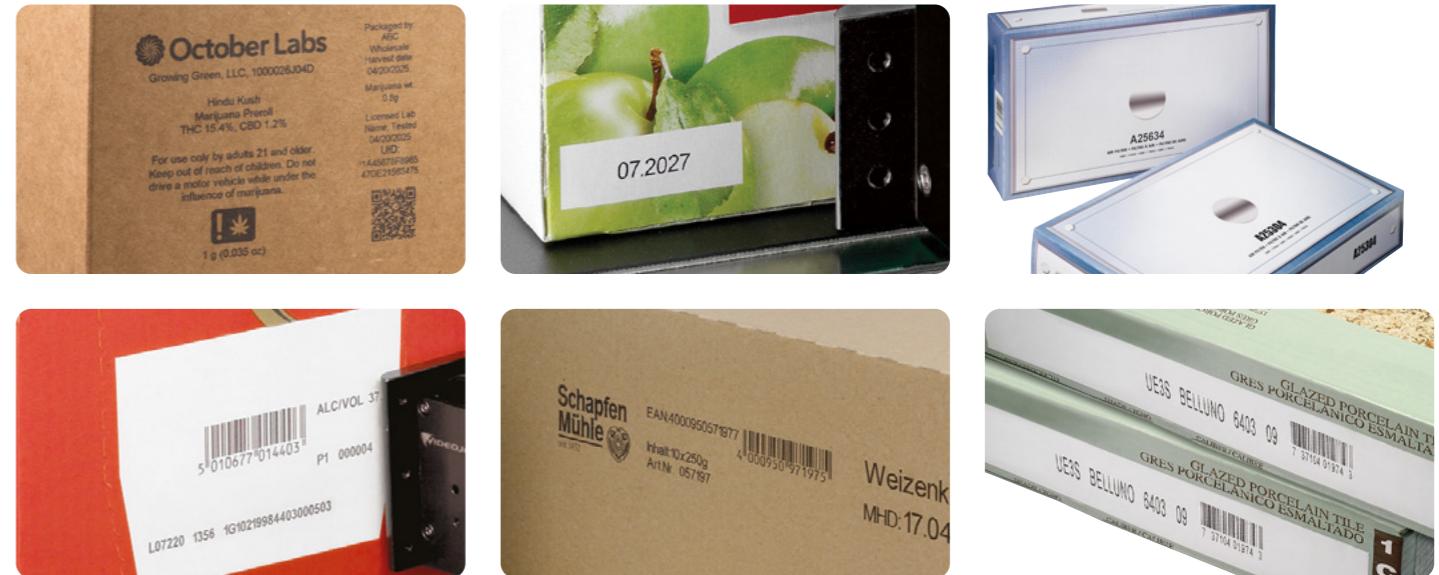
Covered.

Thermal inkjet (TIJ) printing



Suitable applications

Prints clean, high-resolution barcodes, QR codes, and text on porous case materials such as corrugated boxes.



I'm ideal for

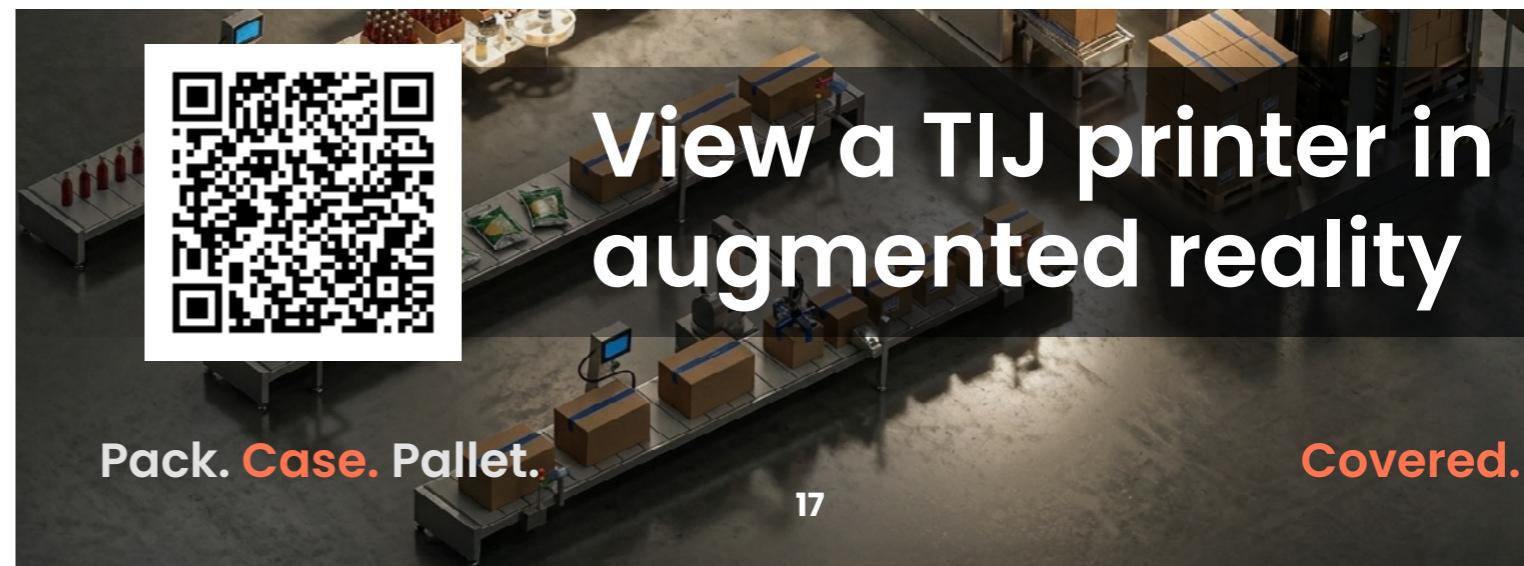


- Corrugate cases

I'm also
suitable for
pack coding

see more on page 12

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Covered.



Large character marking (LCM)

Why LCM?

LCM is a cost-effective solution for the on-line printing of variable data, graphics, and barcodes directly onto porous surfaces like cardboard and corrugate cases. LCM helps reduce inventory and waste, boosts productivity, and delivers sharp, clear codes for logistics and traceability—without the need for labels or pre-printed boxes.

Best for:

- Cartons and cases requiring large, readable codes for logistics and traceability
- High-speed lines seeking to minimize manual intervention and reduce labeling costs
- Operations that value flexibility for printing on multiple sides or larger formats

LCM is ideal for manufacturers who want efficient, direct printing on cases and cartons, with reduced costs and streamlined logistics. Consider your substrate, code requirements, and production environment to decide if it's the right fit.

[Find out more](#)

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Large character marking (LCM)

Suitable applications

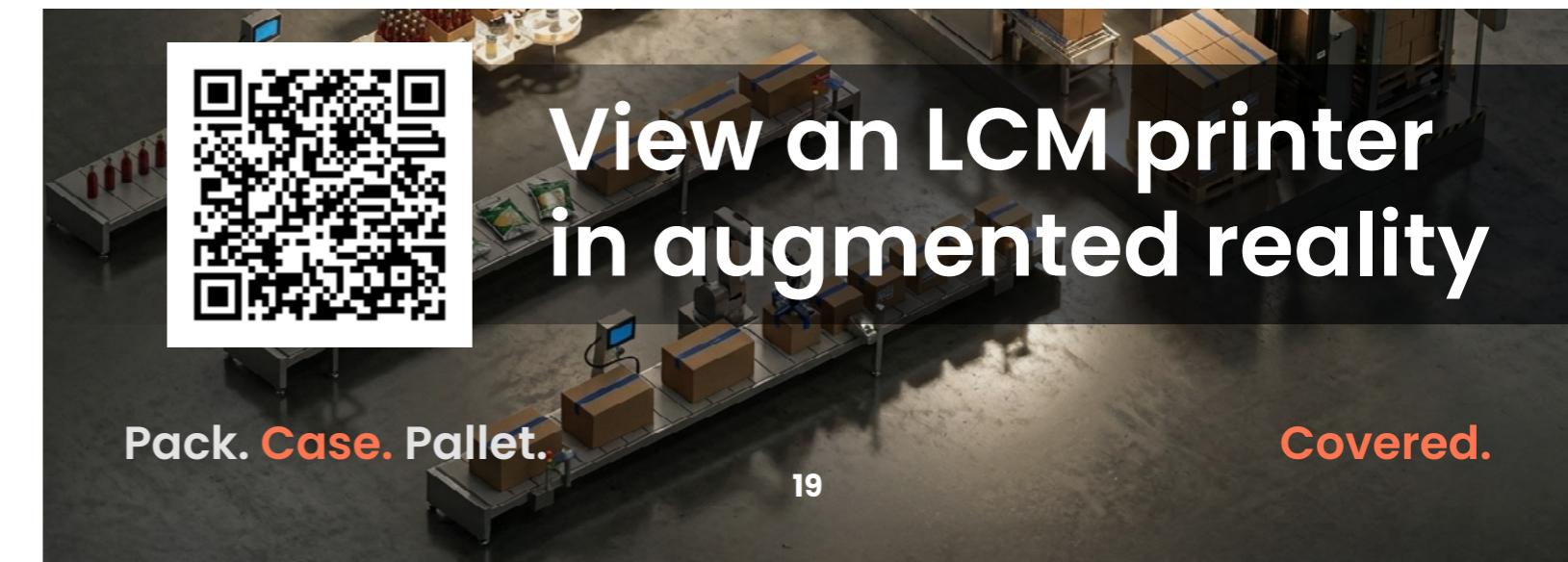
Prints bold, legible codes, barcodes, and logos on corrugated boxes, cartons, and other porous or semi-porous materials for easy identification and traceability.



I'm ideal for

- Corrugate cases

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Print and apply labeling (LPA)



Print and apply labeling (LPA)



Why LPA?

LPA delivers sharp, high-resolution barcodes and text on demand, making it an ideal option for product and carton labeling when accuracy and compliance matter most. Its versatility and use of thermal transfer printing on a variety of label types and sizes help ensure consistent, scannable results that meet tough retailer standards and keep your products moving smoothly through the supply chain.

Best for:

- Accurate, compliant labeling on cartons, cases, and eCommerce mailers
- High-speed lines needing automated, reliable label application
- Operations requiring flexibility in label size, type, and placement

LPA is ideal for manufacturers who need consistent, high-quality labeling to support traceability and retailer compliance. Consider your packaging type, speed requirements, and label management resources to decide if LPA is the right fit.

[Find out more](#)

Pack. Case. Pallet.

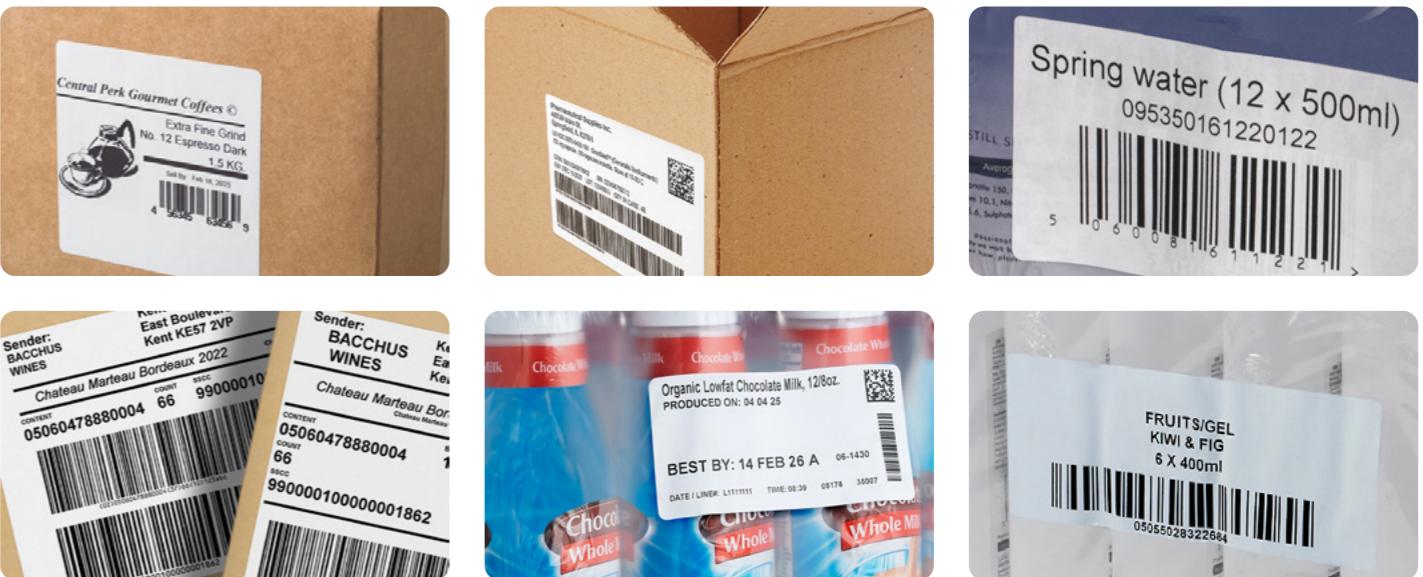
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Covered.

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Suitable applications

Prints and applies precise labels with barcodes, shipping information, and product details on cases, pallets, and shrink-wrapped goods for efficient tracking and compliance.

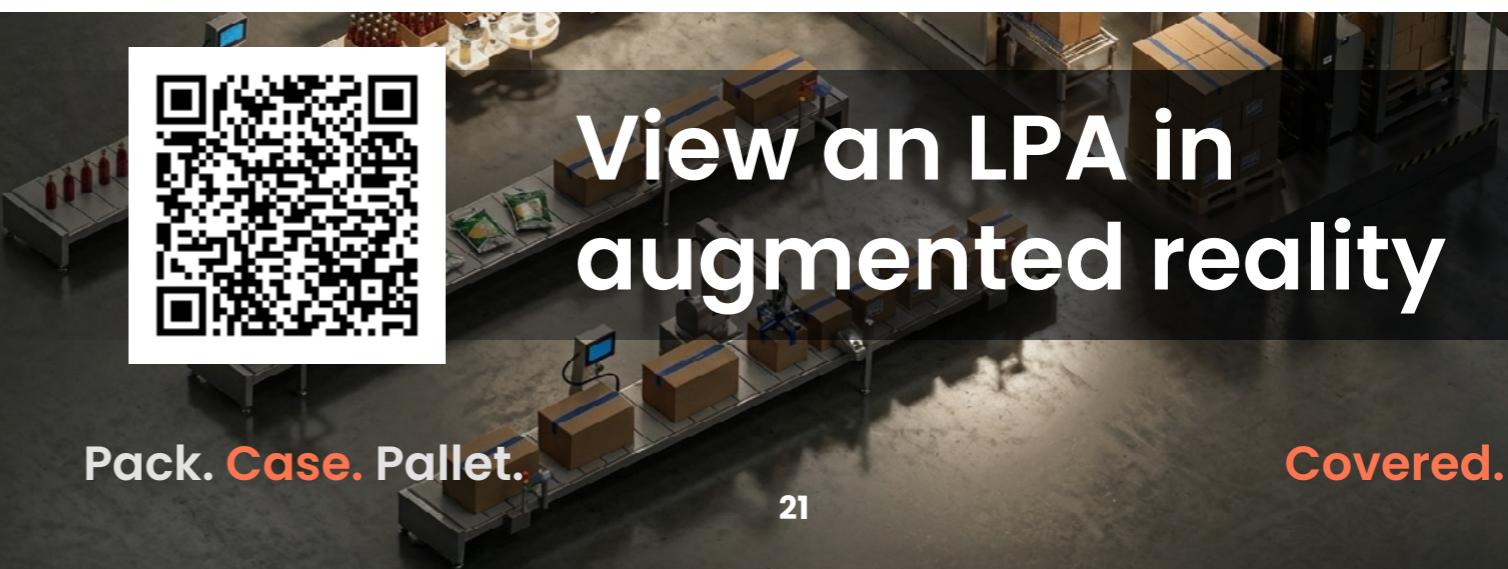


I'm ideal for

- Corrugate cases
- eCommerce mailers
- Shrinkwrap



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Covered.

Pallet.

- Pallet Labeling

"The interface was simple to navigate and the system itself was easy to use, maintain, and service, with the tamp pad being very reliable and the print engine experiencing no issues."

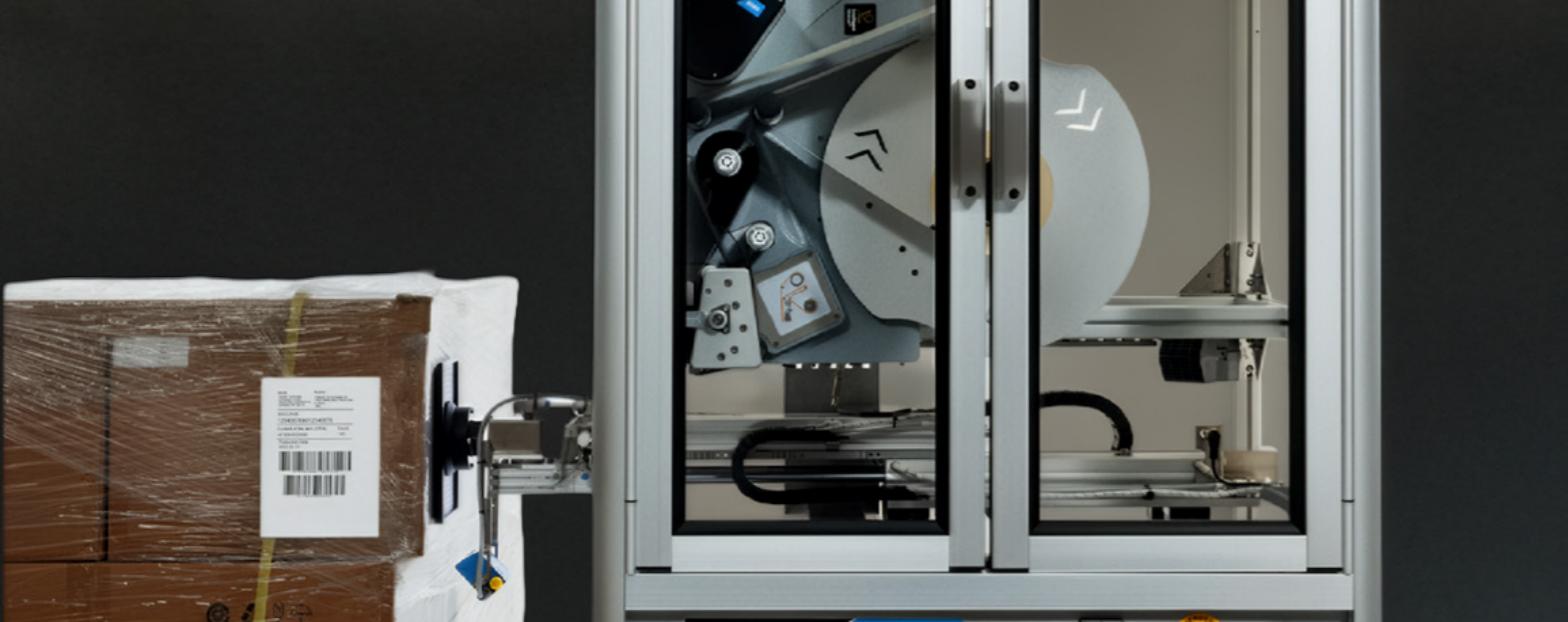
Jason Springer, Sr. Project Engineer - Steuben Foods

At the pallet level, accuracy enables movement. Labels here drive warehouse efficiency, distribution precision, and end-to-end supply chain visibility — and mistakes can quickly lead to delays, compliance issues, or lost trust.

Videojet pallet labeling solutions help manufacturers standardize, automate, and control this final stage of the packaging line. Designed for high-volume environments, they help reduce manual handling, support safety, and deliver consistent, compliant labels where and when they're needed.

Why it matters

- Accurate pallet labels enable reliable traceability and inventory control
- Automation helps reduce labour dependency and health and safety risks
- Consistent labeling supports smooth distribution and customer compliance



Pallet labeling



Why pallet labelers?

Pallet labelers deliver accurate, compliant labels for warehouse efficiency, distribution accuracy, and end-to-end supply chain visibility. Designed for high-volume environments, they automate the final stage of the packaging line, reduce manual handling, and help ensure consistent, reliable labeling even in challenging conditions.

Best for:

- Accurate, scannable pallet labels supporting traceability and inventory control
- High-volume distribution environments requiring automated, reliable label application
- Operations requiring label placement on multiple sides of the pallet

Pallet labelers are ideal for manufacturers who need consistent, high-quality labeling to support logistics and compliance. Consider your pallet type, throughput requirements, and label management resources to decide if it's the right fit.

[Find out more](#)**Pack. Case. Pallet.****Covered.****Pallet Labeling**

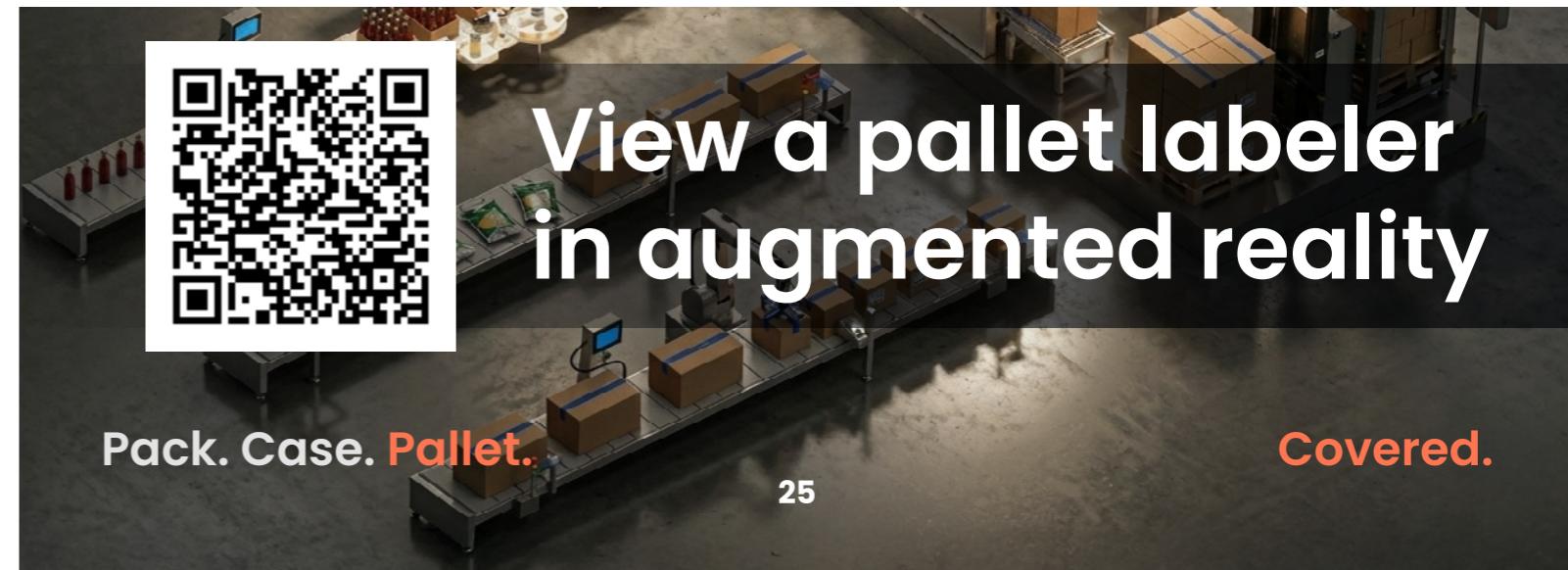
Suitable applications

Prints and applies accurate, compliant labels containing barcodes, shipping details, and product information to wrapped pallets for high-volume distribution.



I'm ideal for

- Shrink wrapped pallets

**VIDEOJET****Pack. Case. Pallet.****Covered.**

Software and networking

Why software matters on the production line for coding and marking

Modern production lines are complex, fast-moving environments where efficiency, accuracy, and compliance are critical. The right software brings everything together—connecting machines, data, and people—to reduce errors, automate workflows, and provide real-time visibility.

The result? Higher productivity, fewer disruptions, and smarter, more resilient operations.



Label design software

One standard solution for all your coding needs

Print consistent, accurate codes and messages on every package with the easy-to-use Videojet design platform.

- **Intuitive visual design interface** Create print job files quickly and confidently with a visual design experience that shows exactly what will print.
- **Error reduction** Minimize costly mistakes by eliminating manual data entry and mis-keying.
- **Advanced features for efficiency**
 - Restricted date selection for compliance
 - Pre-configured option lists for faster setup
 - Automatic batch code generation
 - Flexible GS1-compliant barcodes for global standards



Pack. Case. Pallet.

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Covered.

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CLARI SUITE® – Smart print job management made simple

Take control of your coding and marking operations with CLARI SUITE® software, the intelligent solution for managing print jobs and connecting seamlessly to your data sources.

- **Centralized template management** Store all your print jobs and code information in one secure database for easy access and consistency.
- **Clear, accessible interface** Monitor printer status and job progress in real time from anywhere within your plant network. Coordinate multiple printers effortlessly and download data remotely with just a few clicks.
- **Powerful automation** Streamline your workflow by automating job distribution from MES, SCADA, or PLC systems using CLARI SUITE's advanced automation tools.

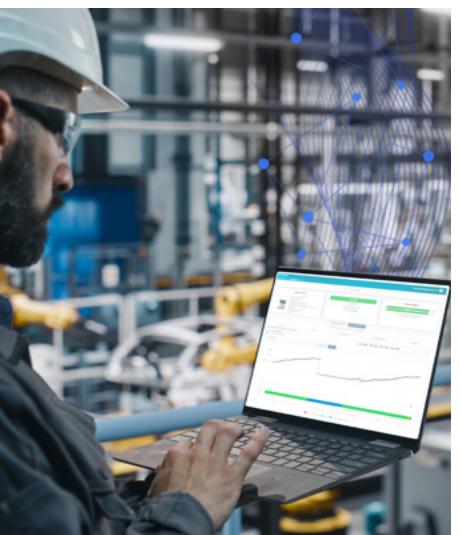


VRS (remote service) your self-serve support portal

Stay in control of your production line with real-time insights and easy troubleshooting tools designed to keep your printers running at peak performance.

- **Instant alerts** Receive text or email notifications when it's time to change cartridges or ribbons—or if a printer issue occurs—so you can act fast.
- **Guided self-repair** Recover quickly with onboard troubleshooting steps and automatic backup/restore of line and job settings. Remote support is just a click away when you need extra help.
- **Performance insights** Understand how your production cells or lines are performing and identify operator behaviors that may impact uptime.

With VRS, you have a secure, self-service portal that puts monitoring, maintenance, and optimization at your fingertips—anytime, anywhere.



Find out more

Pack. Case. Pallet.

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**Full-line coding and labeling solutions, delivered
by Videojet – one trusted partner.**

- ✓ End-to-end expertise across pack, cases, and pallets
- ✓ Dedicated support and application consultancy
- ✓ Proven solutions designed for accuracy, uptime, and compliance
- ✓ Global service, delivered locally
- ✓ A long-term partner focused on outcomes – not just equipment

Call 800-843-3610
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