



Marking, coding and systems solutions

# Egg industry





# **We understand the unique challenges you face on your production lines**

**The codes on your eggs and cartons represent your promise of quality and freshness. Clear, reliable codes support retail efficiency, product traceability and consumer confidence. Deliver the distinctive codes your brand reputation deserves.**





**Your brands matter. Protect and enhance them with Videojet.**

**Videojet understands your challenges and delivers consistently reliable performance to exceed your production requirements.**

With Videojet as your coding partner, you can enhance manufacturing flexibility with coders that do more while reducing costs and simplifying your operations.

**Uptime advantage**

Our extensive product range 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.

**Code Assurance**

Help reduce your costs and protect your brands with our innovative software solutions. These enable you to get the right code in the right place, on the right product, time after time. In fact, our innovative solutions make it virtually impossible for you to get a code wrong.

**Built-in productivity**

Whether you're integrating with graders or into cartoners or any other packaging machinery, our coding solutions help enable you to maximise line efficiency and productivity while minimising total cost of ownership.

**Simple usability**

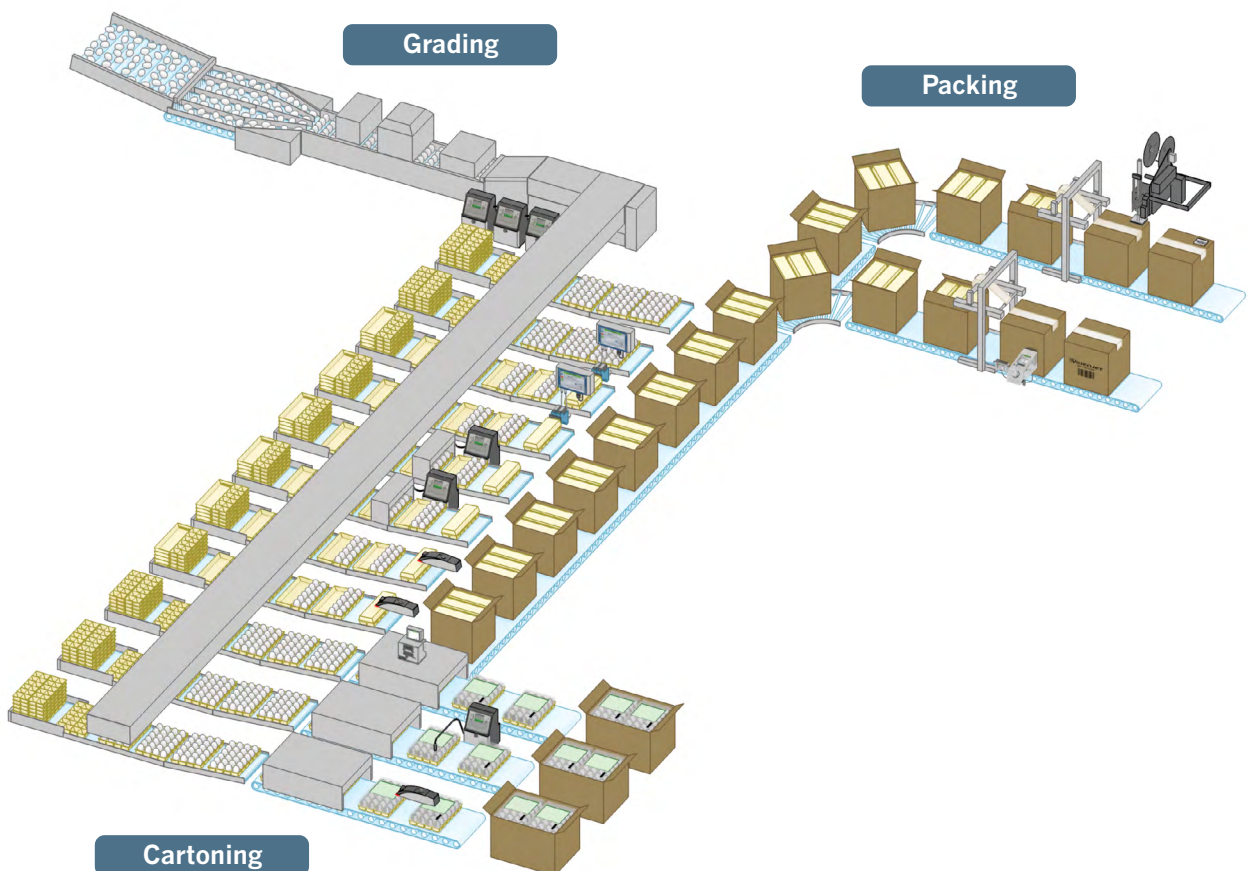
Videojet products are engineered to be easy-to-use and extremely reliable. This means you can spend more time focussing on the critical aspects of your business and less time mastering our technology.

# Innovative solutions for every step of your process

Running at rapid speeds around-the-clock, egg producers ask a lot from their production staff. Offering a full suite of coding solutions, Videojet can help make your job easier. We offer a full suite of coding solutions that reliably, safely and efficiently meets the demands for accurate coding on eggs, cartons and cases.

## Your code, your line

Videojet offers multiple flexible coding solutions that can integrate at each stage of your egg-grading, cartoning or packing operation. The best solution is shaped by your specific needs and your production environment. Videojet product and support teams can help you achieve that solution.





## Coding technologies for your egg products and packaging:

Printing application	CIJ	TIJ	Laser	TTO	LPA	LCM
Egg coding, in-line	✓		✓			
Egg coding, at packer	✓		✓			
Carton coding	✓	✓	✓	✓		
Case coding		✓	✓ *		✓	✓

\* With use of laser reactive marking patch.

## Multiple package types, six technologies, one name - Videojet

### Outstanding solutions helping you mark your brands.

Videojet offers a full suite of coding solutions that reliably, safely and efficiently meets the demands for accurate coding on eggs, cartons and cases.



#### Continuous Inkjet (CIJ)

Fluid-based, non-contact printing of up to five lines of text, linear and 2D bar codes or graphics, printed on a variety of packaging types including stationary packaging via traversing systems.



#### Thermal Inkjet (TIJ)

Ink-based, non-contact printing using heat and surface tension to move ink onto a package surface. Generally used to print 2D DataMatrix and other bar codes.



#### Laser Marking Systems

A beam of infrared light focussed and steered with a series of carefully controlled small mirrors to create marks where the heat of the beam interacts with the packaging surface.



#### 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.



#### Label Printer Applicator (LPA)

Prints and places labels of various sizes on multiple package types.

#### Large Character Marking (LCM)

Ink-based, non-contact printing of multiple data types (alphanumeric, logos and bar codes) in large sizes primarily used for shipping cases.

## Shells

# Your ideal code

Best-by dates, tracking information and brand information visible right on the egg deliver real benefits: they give the consumer the highest possible product confidence; they help ensure that traceability information follows the egg even when it's removed from the carton; and they give producers a perfect vehicle to build product loyalty with customers. Videojet has high-performance in-line coding solutions for your production environment.

The safety and authenticity of eggs are persistent concerns in all regions of the world. Getting consumers to appreciate eggs as more than a commodity holds the key to greater loyalty and improved demand. Printing brand and egg information directly on the egg provides producers with an opportunity to improve brand differentiation and consumer loyalty through a clearly visible commitment to quality and safety.



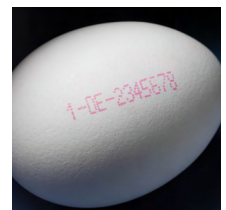
### Laser Marking Systems

- Microscopically etches the surface of the egg to create a permanent imprint
- Since no ink is used with laser, code clarity is less affected by moisture on the outside of the egg shell



### Continuous Inkjet (CIJ)

- Ideal for in-line coding directly on eggs
- Cost-effective and efficient solution as printers are integrated with the grader for direct controlling from the console
- Can utilise food-grade ink specially formulated to safely adhere to egg shells





## Cartons

# Flexible and scalable

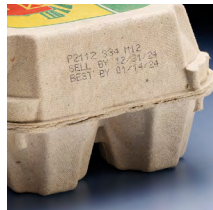
Printing on the egg carton is the optimal way for retailers to manage inventory easily, for consumers to check freshness quickly and for regulatory bodies to identify products during a recall. Videojet technology assures the benefits of this method, producing clear, crisp and legible information that benefits every level of the distribution chain.

Egg carton packaging is changing as retailers try to attract consumers to more beneficial eggs. Carton design is also advancing as the simple package is being improved to provide better protection and egg coding visibility to minimise consumer interaction with the eggs. Coding solutions designed to perform well across a wide range of packaging styles and materials give the producer freedom to adapt to future changes.



### Thermal Transfer Overprinter (TTO)

- Ideal for printing on overwrapped plastics prior to its application around a flat of eggs
- TTO produces high-quality codes using a ribbon-based printing system



### Laser Marking Systems

- Delivers excellent character and logo print quality, with more permanence and no mess
- Can print across the top of an egg carton in multiple locations, even when the carton is stationary on the line



### Thermal Inkjet (TIJ)

- High-quality, ink-based printing solution for porous carton materials like paper
- Delivers printing at a higher resolution than other ink-based systems



### Continuous Inkjet (CIJ)

- Simple and reliable way to print on paper, plastic, foam cartons and shrink-wrapped egg trays
- Ultra-High-Speed printers break the compromise between speed and code quality

## Case coding

# Empower your supply chain

Legibly and accurately identifying cases simplifies the efficient movement of goods through the supply chain. There are multiple solutions, ranging from simple text information printed directly on the case to high-resolution labelling applied automatically. The right solution will depend on your needs; Videojet has a solution to meet your specific requirements.

Printing lot, batch and supplier-specific information clearly on the egg case creates a traceability point visible to the retailer, wholesaler and transportation company – providing rapid identification in case of recall. Printing this information directly on the case simplifies packaging demands by standardising to a common box style for different trading partners.



### Laser Marking Systems

- Permanent, durable marks and codes
- Can print over large print area with a wide range of lenses
- Fast marking speeds



### Large Character Marking (LCM)

- Print high-resolution bar codes, logos and other information directly on cases
- Eliminates the cost, storage and management of labels and need for customer-specific pre-printed cases



### Label Printer Applicator (LPA)

- High-quality thermal transfer coding direct to labels
- Automatic application offers greater speed, accuracy and error prevention than hand labelling



### Thermal Inkjet (TIJ)

- Creates complex, detailed codes on paper-based substrates
- Combining compact design and flexible communication choices, Videojet TIJ printers integrate easily into your line



Service, supplies and accessories

# Customised 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 customise a solution for your unique operations.

With the broadest portfolio of CIJ inks and the industry's leading team of ink application chemists, Videojet has spent over 40 years developing specialty formulations that are ideal for your personal and home care applications.

We work directly with major OEMs and have a wide range of customised accessories for all printing technologies to seamlessly integrate our printers into your production lines.



## Specialty-developed inks and fluids

- Videojet manufactures over 640 application-unique fluids – more inks than any other industrial coding and marking manufacturer, so we are sure to have your ideal solution
- Both dark and pigmented inks can enable contrast on almost all package colours
- Customised accessories for almost any application



## Brand protection and Code Assurance software

- Specialised software works with coding equipment to help you address counterfeiting and diversion in your supply chain
- Automate message creation and job selection processes to proactively prevent code errors through Code Assurance software

## 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 100 additional countries.

- Onsite installation, commissioning and operational support
- 24/7 help desk / technical support operations in 16 countries
- Global average onsite response time of less than 24 hours any time of day

Service offerings can be configured to your unique needs from operator maintenance training or time material service to specialised service contracts offering part replacement, preventative maintenance and supplies.



A partner you can rely on

# Videojet – accurate, reliable and cost-effective printing

## Continuous Inkjet (CIJ)

The most versatile of all variable technologies, CIJ prints on nearly any package type and shape. Videojet's wide range of ink colours also enable printing on almost any colour.



### Suggested Solutions:

Videojet 1880 Series printers combine cutting-edge features with advanced digital connectivity for a solution that's ready for a data-driven future. Delivering optimum quality and reliability, they offer crisp, clear codes that meet the need for 2D, QR and track and trace coding, with a low-maintenance design.

## Laser Marking Systems

Laser marking systems provide permanent codes that are perfect for protecting your brand and preventing counterfeiting. Without the use of ink or solvents, lasers reduce your need for additional supplies and your environmental footprint.



### Suggested Solutions:

Our 10- and 30-watt CO<sub>2</sub> laser marking systems are versatile and easy to use. With scribing laser technology and large marking fields, they give you excellent mark quality on cartons, cases, plastic, glass and other packaging types.

## Thermal Inkjet (TIJ)

This technology is ideal if you print high-quality text and bar codes on cartons and paper blister packs, ensuring that even complex and detailed codes are clearly readable for your downstream partners and consumers.



### Suggested Solutions:

Our Videojet TIJ coders deliver high-resolution prints and bar codes on your packaging. Their compact design integrates easily into your production processes, while flexible communications and menu-driven interfaces make them easy to configure and use.





## Thermal Transfer Overprinting (TTO)

Perfect for your label, plastic sleeve or flexible packaging applications, this technology gives you high-quality codes and images, from date, time and ingredients to colour numbers, logos and bar codes in bright colours.



### Suggested Solution:

Our DataFlex® Thermal Transfer Overprinter combines high-resolution printing and ribbon-saving technology for highly legible codes and minimal ribbon waste. The intuitive interface and colour touchscreen make product changeovers simple and efficient.

## Large Character Marking (LCM)

Make pre-printed cartons and labels unnecessary by printing your supply chain information directly on the cases, saving you time and helping to eliminate the costs and production delays associated with labels.



### Suggested Solution:

Our 2380 large character inkjet printer is ideal for your high-resolution case coding applications such as printing alphanumeric text, logos, images and bar codes. Through our patented micropurge process, the printhead is automatically cleaned and maintained, helping to ensure that your bar codes are scannable and your text is crisp and legible.

## Label Print Applicator (LPA)

When your customers demand labels or you are using darker corrugated cases, an LPA automatically applies labels to cases to ensure high accuracy across a range of substrates.



### Suggested Solution:

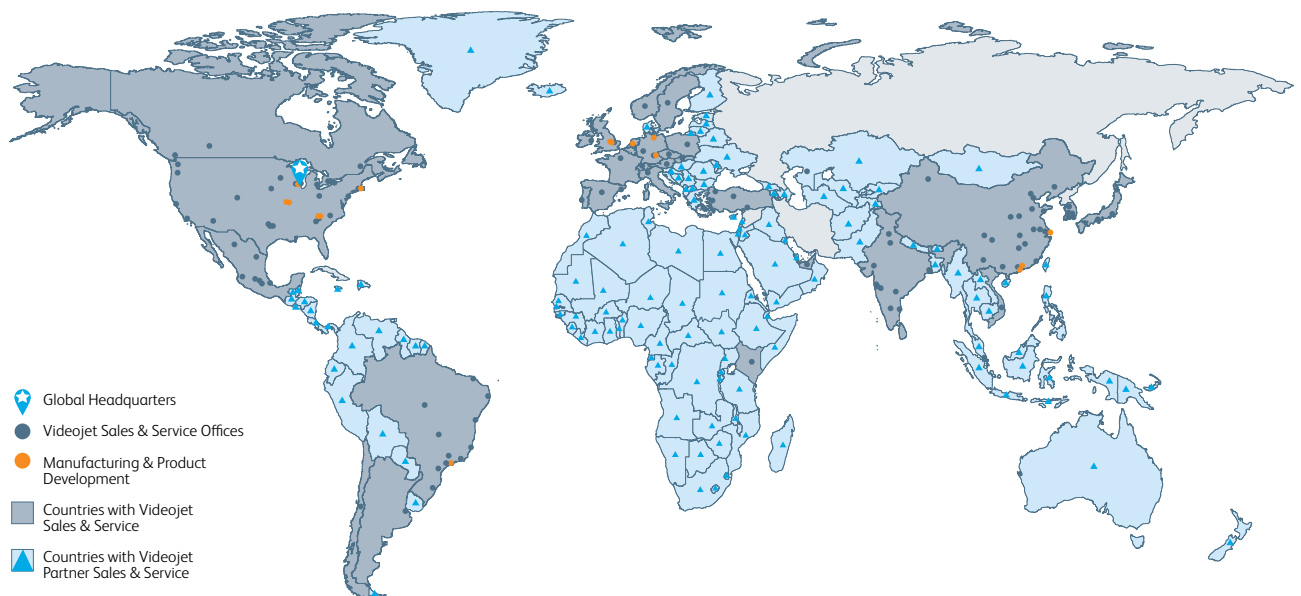
The Videojet 9550 Label Print Applicator is designed to be simple to use, making it extremely capable in countless applications.

# 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 LifeCycle Advantage™.

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 (TII), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and labelling, 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.



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