



Application note



Thermal Transfer Overprinting

Meet the needs of cannabis pouch packaging with TTO



Videojet offers innovative solutions to print the required regulatory product information on flexible film packaging for the cannabis industry.

The Challenge:

The cannabis industry is undergoing two key trends. First, switching from conventional packaging to flexible pouches, and second, the automation of critical processes.

These changes require cannabis processors to move away from the current process of using hand applied labels to apply regulatory information such as THC potency, dates, and batch codes on their packaging. Processors must identify coding solutions that integrate seamlessly with their packaging lines and ensure that the right product information is printed on the right package, time after time.

With the array of options available, identifying a coding solution that complements the high-quality pouch packaging designs, while also integrating seamlessly with automated packaging lines can be challenging.

Videojet advantage:

Videojet offers a broad range of thermal transfer overprinting (TTO) products with features specifically designed to address the challenges outlined above. Videojet DataFlex® 6530 and 6330 TTO printers enable you to print regulatory information directly on the packaging without the need for labels. These printers are designed for maximum uptime and simple usability.

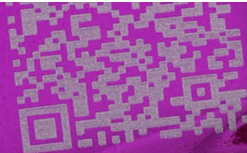
Also, Videojet helps ensure that customers receive the most comprehensive technical and integration support by providing the industry's largest global network of highly trained field technicians and integration specialists.

Pouch coding with TTO

Thermal transfer overprinting is ideal for coding onto pouches, as it is designed to print high-quality codes on flexible films.



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Using automation to scale growth and efficiency

As cannabis becomes more widely accepted in the United States and around the world, cannabis processors are looking to automation to help them operate with speed, scale, efficiency, and precision while also meeting increasing regulatory requirements. They aspire to the high standards that are found in more established industries such as food, beverage, and pharmaceuticals.

This is especially pronounced for critical processes such as product labeling. Cannabis processors are reducing manual labor in their packaging lines and using automation for regulatory product labeling. This allows them to channel their resources to the most critical and value-added areas of their operations. It also helps ensure that their product information is printed quickly, efficiently, and virtually error-free.

The appeal of flexible pouches for cannabis products

Cannabis processors are increasingly choosing flexible film pouches for their products. Pouches provide a lightweight, versatile, and durable packaging solution for the cannabis industry that can help promote brand and product, while also reducing waste. For instance, packing cannabis flowers or edibles in child resistant, resealable cannabis pouches can remove the need for bulky space-consuming tubes, jars, and cartons. Flexible film packaging is also extremely well-suited for automated production processes.

Pouches can also increase appeal at the point of purchase with more attractive packaging options when it comes to colors, graphics, and text. In addition to branding advantages, pouches offer wide spaces to display regulated labeling information.

Finally, many pouch packages offer different closures in line with legal requirements that give consumers the opportunity to open and reseal their product easily, helping to preserve product freshness and deliver consumer value.





High-quality packaging demands high-quality codes

Pouch packaging can improve shelf presence and provide increased branding opportunities with attractively colored, high-quality, preprinted visuals. As previously noted, the most common approach currently used by processors to apply regulatory information is applying labels. This process is at odds with the interests of the brand marketing teams, whose aim is to maximize packaging artwork for marketing and promotional purposes. Understandably, they are not in favor of labels that detract from the visual aesthetic.

In-line printing on packaging eliminates the need for labels. It helps ensure that applied regulatory information does not detract from product branding. This enables a premium look and helps products to stand out on the shelf next to competitors. In-line printing (vs. preprinting) also allows for the opportunity to optimize packaging SKUs, thereby leading to operational and financial benefits.

Pouch coding with Thermal Transfer Overprint (TTO)

TTO is an ideal coding solution for pouch applications, as it is designed to print high-quality codes on flexible films. Printing on roll stock before pouches are formed allows the printed film to be formed into varying pouch types such as zipper, 4-sided, gusseted, and stand-up.

TTO delivers exceptional print quality with resolution that provides high-quality text and graphics, helping ensure the focus is on your packaging design. Moreover, TTO printers also provide the ability to print on pouches of different sizes without having to modify your process.

The flexibility of TTO technology in terms of the ability to print a wide variety of information in a range of colors, coupled with ease of integration into pouch bagging equipment, makes it ideal for cannabis applications.



Videojet DataFlex® TTO printers are engineered to print high-quality codes to help you meet your branding, production, and regulatory requirements

The DataFlex 6530 and 6330 TTO printers are ideal for printing onto flexible packaging used for cannabis applications. With minimal wear parts, all-electronic design, and quick-change ribbon cassette, the enhanced DataFlex 6530 and 6330 offer maximized uptime advantage and integration flexibility. These systems do not require external plant air, which allows for easier integration. Our TTO printers feature a simple operator interface designed for ease of use.

Videojet iAssure™ technology, a built-in code quality checker, helps reduce waste and rework with no additional hardware, installation, or training. The modular design of the printers allows for easy integration based on OEM requirements. In addition to hardware integration, our TTO printers are compatible with industry-standard labeling, ERP, and track & trace software. In addition, our CLARiTY™ software user interface helps to ensure that the right information is printed on the right package, time after time.

Videojet 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. With unmatched depth of experience in servicing highly regulated industries, our skilled sales, service, and support teams are eager to partner with you to address your regulatory marking, coding, and labeling challenges.



The Bottom Line

Implementing high-quality coding on your pouch filling lines requires thoughtful planning. Videojet can help you identify the ideal solution for your production. In addition to understanding the intricacies of the cannabis industry, we bring extensive experience in other regulated industries such as pharma, food, and beverage.

We work closely with the major OEMs to help ensure your printers will integrate seamlessly into your packaging lines, and that your coding process is perfectly suited to meet your business needs.

Ask your Videojet OEM specialist for more guidance including a production line audit or print sample testing on your packaging substrate.

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