

Videojet® Inks & Fluids for Product Decoration

Engineered for Maximum Uptime

Supplies.

Ink Jet.

Laser.

Thermal Transfer.

Labelers.

Track & Trace.

Parts & Service.

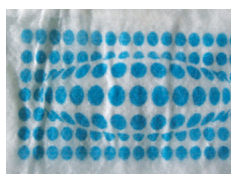


Videojet quality

Videojet formulates, manufactures and delivers over 340 application-specific fluids, supplies, and equipment for product decoration and industrial marking. With state-of-the-art composition and manufacturing processes, extensive testing, carefully selected raw materials, and triple-filtration, Videojet's inks and fluids provide the optimum print quality available and an exceptional value. They are designed to print on almost any substrate including nonwovens, paper, plastic, and metal.

Performance

Videojet's industry-leading team of researchers and developers formulate fluids and inks designed to optimize the performance of Videojet printers. Non-Videojet fluids and inks often do not demonstrate the same quality of chemical makeup—and they can harm a printer's performance by causing excessive printhead clogging. Problems with these products may result in costly downtime and raise the overall cost of an operation.



Videojet custom and standard ink colors

Nobody knows your brand's identity like you do, so Videojet offers custom colors to match your logo or product color specifications. In addition, an array of standard colors, such as green, blue (including wetness-indicating blue), purple, red and black, is available in various ink formulations.



Inks for nonwoven applications

Videojet inks and fluids have been used for almost a decade in decorative applications in the personal hygiene market. Globally, nonwoven producers often choose Videojet's fast-drying, solvent-based (typically acetone/ethanol blend) inks to meet the stringent health and safety requirements of their businesses and governments. Ask your Videojet representative to help you choose the best formulation for your application.



Multi-source uniformity

Videojet's global network provides an accurate color specification to its manufacturing facilities every time your ink is ordered by any of your associates worldwide. Since your spec is established within Videojet, a consistent color match can be achieved across your supply chain, ensuring the integrity of your brand.

Benefits of product decoration

Market share is strengthened when clearly printed messages, images and logos lead to increased brand recognition and customer preference. Marked products not only promote the brand but they can also create a higher perceived value of the product compared to non-decorated products.

Successful marketers and manufacturers take advantage of in-line variable product decoration to:

- Generate customer excitement and greater brand awareness
- Enhance consumer satisfaction, loyalty and product usage
- Drive cross-selling opportunities
- Enable premium pricing
- Establish a point of difference between decorated and non-decorated products
- Augment real or perceived product performance
- Communicate product use information, like safety and how-to guidance
- Maintain brand presence, even after the product is opened



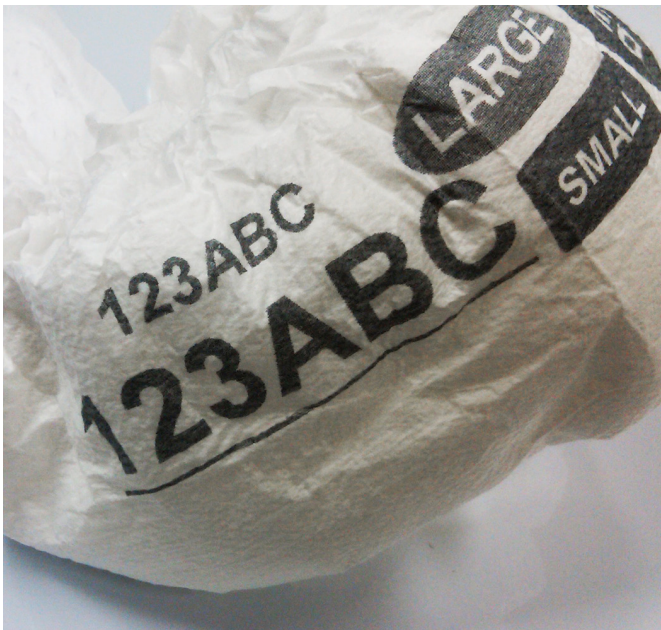
Product decoration can enhance the perceived value of nonwoven baby care and personal hygiene products.

Engineered for maximum uptime

Only Videojet inks and fluids meet the standards recommended for use in Videojet equipment. Inferior third-party inks, which are not supported by Videojet's equipment warranties, can damage Videojet equipment.

Distribution services to over 120 countries

Videojet supplies typically ship in UN-compliant packaging approved for worldwide shipments.



Videojet quality assurance tests

Videojet manufactures and tests each batch of fluids in ISO 9002-certified locations in the USA, Netherlands, China and Brazil to provide rapid responses for order fulfillment across the globe.



Tests include:

- Accelerated aging to determine the long-term effects of expected stress levels
- Printer/ink qualification performed across a full-range of applications
- Chemical stability testing for extreme conditions like excessive heat/cold and humidity
- Raw material and process variation control to ensure batch consistency

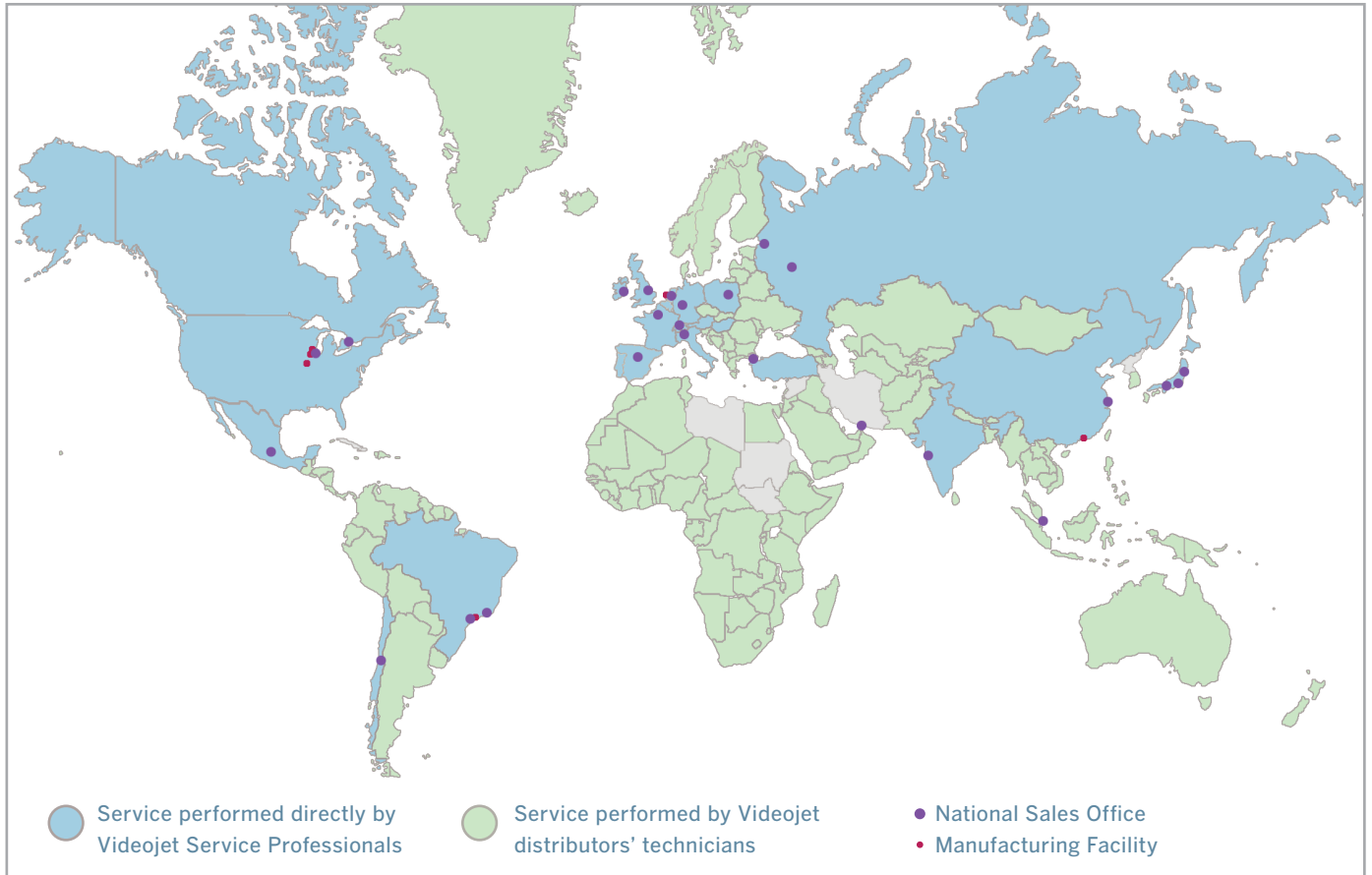
The clear winner: Videojet inks & fluids

- ✓ Performance – Your production output depends on reliable operation of the printing system. Videojet's highly compatible Videojet make-up fluids and inks are engineered to match printer requirements for consistent and accurate results.
- ✓ Purity – A print head nozzle is one-third the diameter of a human hair, so the tiniest of foreign particles in your fluid supplies may clog it. Videojet fluids and inks pass rigorous tests for purity and stability.
- ✓ Consistency – For maximum performance and uptime, customers choose Videojet for consistent fluid quality, from batch to batch, year after year.
- ✓ Service & Support – What if you decide to change materials and your regular ink won't print on it? Videojet's technicians have the depth of knowledge and experience to help.



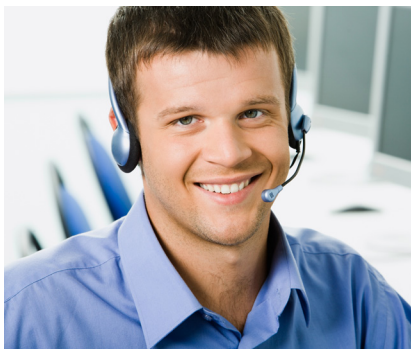
Achieve high-quality, high-speed ink jet printing directly on the converting line with Videojet equipment

The largest field service organization in the industry:



Partner with Videojet for support anytime, anywhere in the world, day or night

With more than 275,000 units installed worldwide, Videojet solutions are supported by over 3,000 employees in 26 countries and a global network of distributors. Worldwide sales and service professionals provide all regions with training, maintenance and repairs, genuine Videojet parts, integration solutions and superior customer service.



Best-in-class support for maximum uptime

When you partner with Videojet, you can expect:

- ✓ Seasoned service and support professionals providing prompt on-site service and 24-hour phone support
- ✓ Your choice of flexible programs and service agreements for preventive maintenance visits, check-ups, operator training, on-site service, supplies, equipment rentals and extended warranties.



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