The challenge
Older carton coding technologies, like ink stamps and labels, are prone to printing challenges. These challenges make it difficult for consumers to read the freshness information and reflect poorly on the carton brand. Is there a better way to create readable codes on all of the different egg carton styles and materials?

The Videojet advantage
Videojet’s highly reliable continuous inkjet (CIJ) printers provide reliable operation with a contactless, self-cleaning printing solution. Our printers are designed to support your growing business while simplifying daily operation by reducing errors, alerting of potential problems and significantly eliminating wasted time tweaking equipment.

Egg carton coding with inkjet
Carton codes are important because the traceability and expiration information ensures a minimum level of traceability and provides consumers an idea of the eggs’ freshness. Deploying a reliable, legible, and flexible solution gives confidence of worry-free operation on a variety of egg carton materials.

Improve legibility
Older technologies can often create hard to read traceability codes, making it difficult for consumers to make good buying decisions. These technologies rely on physical contact with the egg carton. This leads to poor print quality because of the difficulty in consistently contacting the carton.

CIJ printing is contactless which creates great looking, highly legible carton codes. CIJ printers are capable of printing accurately on the slightly uneven surface of an egg carton. Using Videojet inks will allow you to increase the performance of the CIJ printers. Also, the inks are capable of printing on all types of cartons.

Better brand impression
The carton code is often the first impression a consumer gets after opening the egg carton to check for cracked eggs. If the carton code is illegible, consumers typically return the carton to the shelf and all the hard work creating great eggs and good-looking packaging is wasted.

CIJ’s highly legible codes will help consumers believe in the quality and perfection across your operation, from egg production to final packing. This is particularly important for specialty eggs where consumers are paying a premium for a high quality product that meets their lifestyle choices. Highly legible codes solidify your reputation as their provider of choice.

Easier to operate
Older technologies require daily attention and upkeep. Just keeping the date current requires someone to attend to every stamping mechanism every day. With labels, someone has to load labels every time the roll runs out, and someone has to remove unused labels during a product changeover.
CIJ printing on egg cartons has many benefits over older technologies. By switching to CIJ, the carton code's legibility and the reliability and flexibility of the printer operation will improve because of its unique operating features. Add to that the operational improvements achievable with CIJ printers to alert of problems, to help prevent simple errors, and to simplify changeover and daily support; CIJ offers a compelling contrast to older technologies. In addition, CIJ also offers many opportunities to improve brand impression and increase selling capability.

Videojet is a leader in CIJ printing solutions. Ask your local Videojet representative for assistance on how to specify and design a CIJ egg carton coding system that will perform reliably for years to come.

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Printed in U.S.A.