Videojet and Loftware solutions help you simplify labeling, marking, and coding operations to ensure end-to-end product traceability and consumer security.

With an ecosystem of growing complexity, and a lack of integration with diverse production environments, it can be challenging to act with speed and agility while maintaining competitiveness and product security. Various marking and coding vendor technologies, labor shortages, siloed information, security threats, and rising demand for personalized products add to the complexity of the environment.

Marketing/Brand manager  
Engineer/IT/Quality manager  
Production line/Plant manager

Waste time with repetitive manual tasks like copying data to be printed between systems and changing jobs on each printer.
Overcoming your print management challenges...

- Not enough staff to support all equipment.
- Long wait times for manufacturers’ technicians. Inconsistent fix rates.
- Poor line productivity and overall equipment effectiveness due to under-performing equipment.
- Production downtime from unexpected printer stoppages and failures.
- Limited visibility and insight into line performance and unexplained stoppages.
- Operator confusion due to different printer brands and inconsistent UIs.
- Duplicative design and data-matching efforts.
- Growing number of ‘on-demand’ unique code marketing promotions.
- Waste and scrapped products due to printing incorrect data or incorrect packaging materials.
- Returns and fines when codes are not compliant with customer or regulatory requirements.
- Mislabeling leads to inaccurate stock counts and supply chain inefficiency.
- Multiple product variants resulting in higher costs and more risk when managing multiple layouts.
- Multiple technology vendors with limited interoperability and integration.
- Lack of brand consistency using outdated/unapproved codes and templates.
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- Multiple technology vendors with limited interoperability and integration.
- Lack of brand consistency using outdated/unapproved codes and templates.
- Complex label design across many products causing a high risk of operator error.
- Use of disconnected databases and lack of integration to ERP, MES, SCM, and other applications.
Unlock the value of Labeling, Marking and Coding operations

Videojet and Loftware offer companies a leap forward in their automation journey with comprehensive solutions that simplify and drive Enterprise Labeling, Marking and Coding operations across multiple plants and infrastructures, and support them in a wide range of industries with a combination of domain expertise, advanced technology, and analytics to accelerate Industry 4.0.

To ensure accuracy and consistency, maximize flexibility and deliver unmatched traceability and consumer satisfaction, Videojet and Loftware powerful digital transformation solutions offer:

- **Single package to drive labeling, marking and coding printers**
  - Simplified startups and changeovers
  - Unified label design application
  - Optimal printer selection

- **Single source of truth for all your labeling information**
  - Centralized label management
  - Multi-data source capability
  - Direct connections to leading ERP software

- **Secure architecture designed to support multi-sites**
  - Multi-site capabilities
  - Easy configuration and customization
  - On-premise and cloud-based deployment
  - Certified IT security standards - SOC2

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**SUPPLIERS | MANUFACTURING | WAREHOUSING | DISTRIBUTION**
Built on Loftware Spectrum®, the industry’s most powerful labeling enterprise solution, the platform is completely delivered via a browser-based interface and redefines how enterprises create, manage, code products, and print labels, enabling organizations of all sizes to seamlessly implement, deploy, maintain and scale their labeling, marking, and coding operations across their entire global network.

**Designed for large, global companies**
Loftware Spectrum was architected from the ground up as an enterprise-class application for use on multiple sites across the globe.

**Deployable in the cloud or on-premise**
Spectrum can be deployed in the cloud or on-premise. This gives you the flexibility to choose the deployment approach that aligns with your infrastructure strategy.

**Certified to integrate with SAP & Oracle**
Spectrum is built to integrate with SAP S/4HANA, SAP Business Suite on HANA and SAP ECC. It’s also the only Enterprise Labeling Solution on the Oracle Cloud Marketplace.

**Built to support continuous operations**
Downtime is something companies can’t afford, which is why Spectrum offers high availability and automatic failover support, so you can keep ensuring production uptime.

**Backed by a global services & support team**
We’re here to meet the needs of global enterprises with the most demanding labeling production requirements. Our certified global team can offer industry best practices and address any challenge you may encounter day or night.

**Guarantee accurate supplier labels**
With Spectrum, your suppliers and co-packers can print their own labels on your templates and with your data. You control how much access they have, get a record of everything they print and can be confident that their labels will be compliant, accurate and on-brand.

For additional benefits of labeling in the cloud, please visit https://www.loftware.com/products/labeling/spectrum
A full range of compatible printers

Software Spectrum is compatible with Videojet printers, offering configurable print user interfaces driven by business rules, APIs to support integration with production and business systems, and sophisticated print and device management capabilities.

Continuous Inkjet (CIJ)
With over 40 years of specialist CIJ development experience, Videojet offers a range of CIJ Printers to meet a variety of needs including breakthrough predictive capability with enhanced sensing and data processing to alert you to potential faults.

Laser Marking Systems
Videojet has over 30 years of laser application expertise and a laser portfolio including CO2, fiber, UV and other solid-state lasers. In addition, Videojet offers a comprehensive portfolio of laser accessories to simplify integration into your production lines and maximize the laser’s performance.

Thermal Inkjet Printers (TIJ)
Videojet Thermal Inkjet Printers offer an impressive combination of functionality and simplicity in one, compact design, making them an ideal solution for a range of coding and marking applications.

Thermal Transfer Overprinters (TTO)
Our line of Thermal Transfer Overprinters include a host of class-leading benefits: airless operation, long ribbon lengths, fast print speeds, error prevention features, and simple operator interaction – optimized to meet your application needs.

Case Coding / Label Print & Apply
To address a variety of tracking and traceability needs, Videojet offers a range of quality equipment for coding cases, cartons and shipping containers. This includes high and low resolution ink-based box printers and case coding systems – in addition to automatic print and apply labelling systems.

In addition, Software Spectrum offers near-universal compatibility with various printer brands across your global network, including family drivers for the most popular printing languages. It enables working across heterogeneous labeling coding and marking environments, facilitates collaboration, and helps prevent unmanageable demands for support.

Printer family drivers supported by Software Spectrum include:
Digitally-enabled services and other support

Videojet’s leading portfolio of high-quality printers is complemented by the largest field service force in the industry, and innovative digitally-enabled services help improve the factory’s line uptime and help the customers perform marking and coding tasks worry-free across multiple plants.

VideojetConnect™ Remote Service
An innovative cloud-based solution. Real-time information for your staff and Videojet experts to monitor equipment status, troubleshoot issues, and improve long-term performance*.

Videojet LifeCycle Advantage™
Leverage our integrated suite of advanced analytics, remote connectivity, and the largest service footprint in the industry to Maintain, Recover and Improve your printers’ performance.

VideojetConnect Rapid Recover™
Unlock the fastest path to line recovery with advanced automated troubleshooting to quickly determine if a printer failure can be easily repaired or needs to be swapped.

*Leverage from availability in your country

Benefit from a worldwide extended peace of mind

With an unmatched depth of experience in servicing and maintaining Videojet equipment, Videojet’s service and support team help you optimize your coding and marking solutions. Videojet also offers leasing options based on your production needs, with predictable monthly payments and no capital expenditure hurdles.

Largest field service footprint
Quick response times from expertly trained and certified field service professionals.

Service Agreements
Tailored packages for your specific service needs with predictable monthly costs.

Customer training
Leverage the tools, techniques, and processes learned in our training programs that are customized for your application, team, and operational challenges.

24/7 technical phone support
Direct access to 24x7x365 world-class trouble-shooting and application solutions.
About Videojet and Loftware partnership

Videojet and Loftware bring together two recognized world leaders in their respective markets, driving innovation to help customers improve their operational efficiency, protect and grow their brand, and stay ahead of industry trends and regulations.

**Videojet**
Leadership and expertise in product identification, providing in-line coding and marking products, application-specific fluids, and product life cycle services.

**Loftware**
World’s largest cloud-based Enterprise Labeling and Artwork Management provider, offering an end-to-end labeling solution platform for companies of all sizes.

**Videojet and Loftware deliver value in various ways:**
- Offering excellent products and comprehensive solutions that help solve customer challenges and deliver business results
- Running complex operations to boost supply chain agility, competitiveness, and product security
- Integrating and connecting to large ecosystems with multiple players and partners to serve end customers
- Addressing the regulatory compliance environment, constantly evolving and impacting customer operations

**Agile deployment**
Faster go-to-market strategies and ROI from pre-validation of solutions that accelerate deployment and ensure compatibility.

**Easy integration**
Videojet and Loftware solutions are designed for easy integration with existing network, edge, and cloud infrastructures, helping accelerate your time to market.

**Replicable and scalable solutions**
Converged infrastructure packages combine multiple IT and physical hardware components into a unified plug-and-play package that can be replicated across multiple lines and sites.

**Extended worldwide support**
Quick, easy, and consistent service throughout the entire solution lifecycle, whenever you need it, with direct access to world-class troubleshooting and application support.

**Innovative design**
Continuous investments in developing new marking and coding technologies, specialized inks, fluids, and advanced software to print on virtually every package type and substrate.

**Advanced remote services**
Maximize remote monitoring, diagnostics, and problem resolution while optimizing production throughput and reducing operating costs through digitally-enabled services that bring transparency to your packaging operations.