



Continuous Inkjet  
Dongguan Jianwen  
Detergents Co., Ltd.  
Case study

# Dongguan Jianwen uses Videojet V4230 ink for printing codes with high adhesion and excellent friction resistance on high-density PE plastic

**High-density PE plastic materials have been increasingly used in various personal care products, such as packaging for detergents and sanitizers.**

Dongguan Jianwen Detergents Co., Ltd. is a company that specializes in the production, sales and processing of detergents, whose brand "JJY" ranks in the forefront of the Chinese market in terms of sales.

Dongguan Jianwen planned to add new production lines in 2019 with production capacity of 400,000 tons. They were looking at introducing 36 advanced production lines, with a maximum speed of automatic production that could reach 120,000 bottles per day.



## Customer demands for coding

Dongguan Jianwen added production lines mainly for products such as detergents and sanitizers. These products are packaged in HDPE and PET containers, which need high-quality printed codes. In addition, the printing equipment needed to offer uptime advantages, as well.

The ink-based codes were put through various tests using the following methods:

1. Tape test five times
2. Fingernail scraping
3. Wiping with absolute ethanol
4. Friction test between products
5. Friction test between carton and product

In June 2020, Phase I was formally put into production with 16 production lines. In July 2020, another eight production lines were completed and made active. All of the lines utilize Videojet 1580 continuous inkjet (CIJ) printers and Videojet V4230 black ink.



## Customer feedback

The Videojet ink V4230 met Dongguan Jianwen's requirements for production and addressed the need to print on HPE and PET bottles of different products. It also solved the problem of the high initial purchase cost of laser marking systems, and poor visual inspection capabilities of laser printed codes on the PET material.

The stability of the Videojet 1580 CIJ printer is extremely valuable, which meets Dongguan Jianwen's requirements for uptime and helps ensure production efficiency.



Code placement



HDPE material

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