**Videojet Technologies introduces case coding printers to drive higher uptime**

*Customer-inspired innovation helps reduce maintenance and operator intervention*

**Wood Dale, Illinois – xxx xx, 2017** – To address evolving case coding needs of manufacturers, Videojet Technologies, a global leader in coding, marking and printing solutions, introduces its latest innovations, the Videojet 2351 and 2361 high-resolution large character inkjet printers for producers with on-demand case coding operations.

Leveraging the proven patented technology of the Videojet 2300 Series, the new Videojet 2351 and 2361 not only print high quality, durable bar codes, text and images on white and brown corrugated boxes, but they also offer a new standard in simplicity of maintenance, reliability and ease-of-use.

*“Retailers are demanding 100% scanability of case barcodes and CPG companies need on-demand print solutions that can meet this requirement without having to devote resources for continual monitoring of print quality and frequent maintenance. The Videojet 2300 Line of high-resolution, large character inkjet printers has been addressing this need with its patented micro-purge technology, and now we’ve innovated with the new 2351 and 2361 models -- improving functionality and reducing daily maintenance to a minimum.”* says Bob Neagle, Business Unit Manager, Case Coding and Workflow Solutions at Videojet.

Replaceable in seconds with basic tools, an innovative and cost-effective return line filter helps maintain high print quality and clean operation, even on extended runs. Predecessor case coding equipment required daily cleaning of an ink collection cup and inconsistency in this prescribed maintenance interval could often lead to clogs and spills. With the new Videojet 2351 and 2361 printers, the multiple daily steps formerly required to maintain print quality have been reduced to a simple wipe of the printhead surface, simplifying maintenance and minimizing operator intervention.

As part of the Videojet 2300 Series, the 2351 and 2361 also feature a Videojet patented, automatic micro-purge technology that blows dirt and debris off the printhead surface. This technology clears potential blockages caused by dust from corrugated materials and helps these printers deliver consistently high-quality codes without the need for operator intervention. Purged ink is also recycled, providing cleaner operation and less cost from optimized ink usage. And abbreviated purge times can be coordinated in-between prints, helping to keep production lines running. Moreover, each printer’s compact ink canister can be quickly and easily changed without stopping production.

The Videojet 2351 and 2361 have a built-in display and intuitive touch controller featuring Videojet CLARiTY™ software. This software streamlines data content, helping to remove operator error from job selection. Included with the CLARiTY™ interface is a new feature that drives a printer priming process that eliminates the need for external priming equipment. This improved functionality makes it quick and easy to get the printer back online in the event it requires re-priming. Networking is also easily done with multiple printers in a master-follower configuration with multiple devices such as scanners and data interfaces.

Adding to the printers’ ease of maintenance and minimized operator intervention is the inclusion of the Videojet LifeCycle Advantage™ service offering. This exclusive offering uses dynamic printer data, remote connectivity and Videojet expertise to keep printers operating at peak efficiency over their operational lifetime.

*“Print quality is mission critical for our customers who use a print on-demand case coding solution. Without it, the flexibility and efficiency of an on-demand solution can be lost. That is why at Videojet, we strive to continuously improve our technology to help ensure that print quality is consistently achieved without much unnecessary thought or effort. This allows our customer’s resources to be redirected to other more critical tasks,”*says Neagle.

The Videojet 2351 and 2361 printers are of the first of a number of innovative new products being launched by Videojet in 2017.

For more information about the Videojet 2300 Series of large character inkjet printers, call   
800-843-3610 or visit [www.videojet.com](http://www.videojet.com).

**About Videojet Technologies:**

Videojet Technologies 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. Our goal is to partner with our customers in the consumer packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to help protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in continuous inkjet (CIJ), thermal inkjet (TIJ), laser marking, thermal transfer overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 345,000 printers installed worldwide. Our customers rely on Videojet products to print on over ten billion products daily. Customer sales, application, service, and training support is provided by direct operations with over 3,000 team members in 26 countries worldwide. In addition, the Videojet distribution network includes more than 400 distributors and OEMs, serving 135 countries.