**Videojet launches the next generation of Thermal Transfer Overprinters (TTO) to meet manufacturers’ code quality needs**

*The new Videojet DataFlex® 6530 and 6330 TTO printers come with revolutionary iAssure™ technology to help reduce packaging waste as a result of coding errors*

**Wood Dale, Illinois – XX, XX 2017** – Manufacturers require high code accuracy and legibility from their Thermal Transfer Overprinters to improve production line efficiency and reduce overall costs. In response to this need, Videojet has just launched its next generation of TTO products to help manufacturers meet these demands.

The Videojet 6530 and 6330 come with revolutionary iAssure™ technology, an industry-first, integrated code quality assurance system that automatically detects common print defects\*. Used to complement existing quality control processes, operators can now decide to stop the line when multiple common print defects are detected, reducing the need to scrap or rework product.

*“Videojet iAssure™ technology will help our customers consistently deliver high-quality images by detecting print defects caused by things like dirty printheads, uneven print surfaces or ribbon wrinkles,”* comments Heidi Wright, Business Unit Manager for Videojet Technologies. *“iAssure technology complements existing quality control processes. No other TTO printer on the market can do this.”*

Videojet understands that manufacturers require the flexibility to choose how they want the printer to fit into their production line. The Videojet DataFlex® 6530 and 6330 printers have a modular design that allows the power supply to be placed with the controller, or separated and mounted inside the packaging machine cabinet. For those manufacturers wanting fewer components exposed in a production environment, the printer can also be controlled through the packaging machine’s web interface, eliminating the need for the Videojet controller. This enables manufacturers to have a single point of control for their printer and packaging machine.

The Videojet 6530 and 6330 printers can also print on zipper packs or pouches of varying thickness with no special set up. These new printers can also be used on films that have re-sealable zippers in every pack, providing customers with more flexibility.

The new TTO printers utilize an all-electronic printer design which removes the need for compressed air, helping reduce operation costs and increase throughput by 25%. This design also eliminates the need for operators to adjust the amount of air pressure needed when trying to improve poor print quality, which can increase the potential for premature head wear.

*“Our customers need solutions that deliver greater Productivity, Quality and Total Cost. The new 6530 and 6330 printers incorporate industry-leading features that do exactly that”,* says Wright. *“We are excited to be able to share our latest innovations in TTO with the industry.”*

For more information about the new Videojet DataFlex® 6530 or 6330 Thermal Transfer Overprinters, call 800-843-3610 or visit [www.videojet.com](http://www.videojet.com).

\*Note: iAssure™ technology is not designed to detect all printing errors and does not read bar codes.

**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 4,000 team members in 26 countries worldwide. In addition, the Videojet distribution network includes more than 400 distributors and OEMs, serving 135 countries.