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Videojet Launches New Laser Marking Systems Designed for Precise, Permanent Marking and Easy Integration

New Videojet 3350 30-Watt CO₂ laser series delivers next-level flexibility to adapt rapidly to changing production needs

CHICAGO – June 14, 2023 – In response to manufacturers’ demands for high-performance laser marking solutions, Videojet Technologies, a global leader in coding, marking and printing solutions, has added to its successful range of CO₂ lasers with the introduction of the [Videojet 3350 and Videojet 3350 Smart Focus](#) 30-watt CO₂ laser marking systems. The lasers are designed to mark sharp, complex codes at high speeds for the food, beverage, cosmetics, pharmaceutical, packaging and extrusion industries. Both systems offer virtually unlimited font, code and graphic options.

Manufacturers who mark on products and packaging of varying sizes and who perform frequent product changeovers require [flexible coding and marking systems](#) to keep production lines running efficiently. The new Videojet 3350 laser’s flexible marking head includes 32 standard beam delivery options, while the 3350 Smart Focus laser’s marking head provides 0° to 90° rotation without the need for additional parts.

The advanced 3350 Smart Focus laser is equipped with cutting-edge automatic focusing and dynamic marking capabilities for easy product changeovers without moving the laser. The Smart Focus option enables multi-level marking with the benefit of an auto-adjustable focal distance, uniform flat field correction, a pilot beam focus finder and a flexible range/size mode. These features help to reduce operator touches, improve mark quality and increase uptime.

“We know that manufacturers are facing new and ever-changing production challenges, and they need [high-performance lasers](#) to meet their increasing production requirements,” said Letizia Caselle, Business Unit Director for Videojet. “With the innovative features of the new 3350 CO₂ Smart Focus laser system, users can now mark different sized products or on multiple levels on the same product without needing to adjust the laser. Fewer manual adjustments result in more uptime and higher throughput for today’s production environments.”

Both new Videojet 3350 series lasers offer [high-speed marking](#) capabilities to print text, bar codes, graphics and other information at speeds up to 2,000 characters per second. The high-resolution marking head delivers high-quality, permanent codes to support product traceability and anti-counterfeiting.

The variety of lenses offered with the 3350 series lasers deliver one of the industry's largest marking areas. Multiple marking heads and wavelengths provide the flexibility to code a wide range of materials including plastics, wood, glass, ceramics and coated metals.

The laser systems are engineered to help users meet their Industry 4.0 goals with built-in Wi-Fi and cellular connections that help to minimize IT workload and reduce the cost of connecting equipment to a network. Housed in an access box, these Wi-Fi and cellular connections enable easy software updates and fewer service interactions while improving overall equipment efficiency with the availability of more production information.

"The integrated Wi-Fi and cellular connections provide simple and secure ways for users to communicate and gather data from the 3350 laser marking systems," said Caselle. "Videojet designed these 'born digital' lasers with built-in connectivity options to deliver powerful, dependable and easy-to-use marking solutions that are well-suited for consumer-packaged goods and industrial production lines."

A remote interface control takes advantage of a web server that allows users to access the lasers via supported web browsers on host computers. Optional [VideojetConnect™ Remote Service](#) allows both Videojet and in-house technicians to monitor a laser's status, troubleshoot issues and improve long-term performance.

For more information about the new 3350 and 3350 Smart Focus 30-Watt CO₂ laser marking systems, call 800-843-3610 or visit 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. The company's goal is to partner with customers in the consumer-packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to protect and grow their brands, and to stay ahead of industry trends and regulations. With 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 400,000 printers installed worldwide. 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.

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