

Pros:

Reduced Changeover Time. Changeover time can be dramatically reduced by using generic film. Instead of finding, replacing and returning many films, you can simply change the code on the printer and immediately start running the new product. Digital printers have the capability to store content for each product on the line.

Quick Packaging Changes. Whether required by new regulation, design change or product introduction, any changes to the packaging would be dramatically easier and cheaper by using generic film with a TTO printer. If using pre-printed film for a specific product, changes to the pre-printed information requires ordering new film and potentially throwing away the old film still in inventory. With generic film and a TTO printer, all that is required is a simple adjustment to the content of the code using Videojet CLARISOFT® software.

Reduction in Film Inventory. By using generic film on some or all of the products, confectionery companies can eliminate safety stock for multiple films. The amount of film in the facility should be drastically reduced leading to less warehousing space, inventory management and money tied up in inventory. In addition, by buying fewer types of film in larger quantities, the company could potentially receive volume discounts from its packaging suppliers.

Cons:

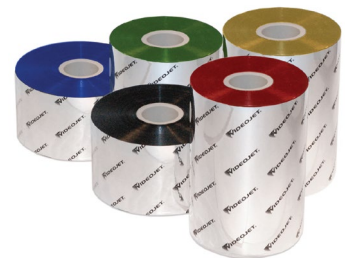
Multicolored Graphics. A TTO printer has the ability to print logos and other marketing information. However, while ribbons are available in more than 10 colors, a printer can only use one ribbon at a time, and thus, the content on the package will not be in multiple colors unless multiple printers are used, each with a different colored ribbon. Therefore, one should carefully consider which content to pre-print on the package and which to print with the printer. For instance, it may make sense to pre-print standard marketing content on the film (such as the logo) and print product specific information (such as product name and nutritional information) with the TTO printer.

Print Area. When purchasing a TTO printer, customers have the option of determining the width of both the printhead and ribbon. The width determines the size of the print area on the package. If the print area is not large enough for all of the content, it may be worthwhile to focus on a part of the package where the content varies the most from product to product and to pre-print the remaining information.



The Bottom Line

Using TTO to print on generic packaging film presents unique benefits and tradeoffs that should be carefully considered. Candy and confectionery companies can save money, improve inventory management, reduce changeover time and simplify packaging changes. Customers need to weigh these benefits against the color limitations and print width options inherent in TTO technology.



Solutions are available for your unique application, but the key is finding the right one. Ask your Videojet representative for more guidance, a production line audit or sample testing on your substrate.

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