



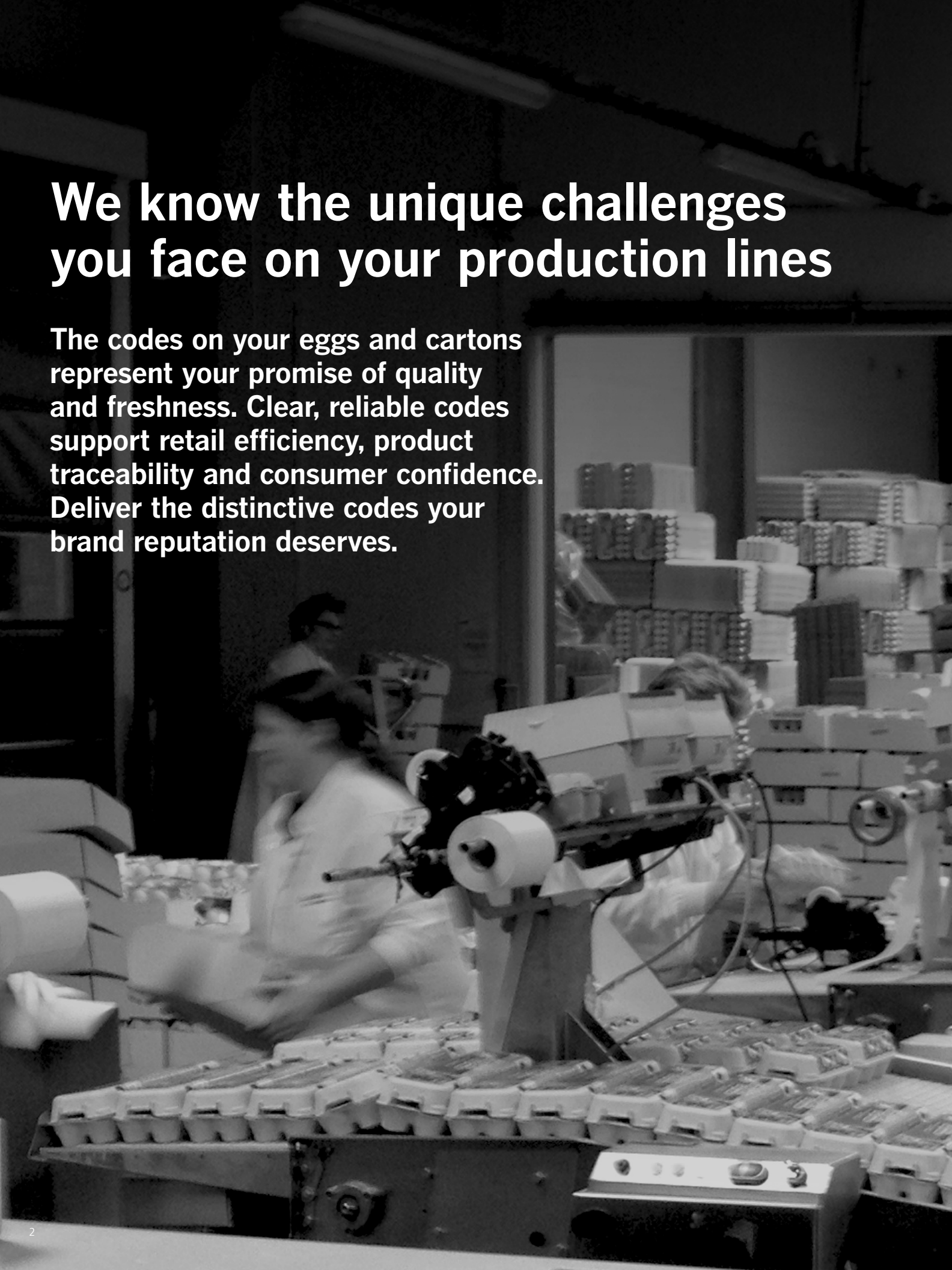
Marking, coding and systems solutions

# Egg industry



# **We know the unique challenges you face on your production lines**

**The codes on your eggs and cartons  
represent your promise of quality  
and freshness. Clear, reliable codes  
support retail efficiency, product  
traceability and consumer confidence.  
Deliver the distinctive codes your  
brand reputation deserves.**







**Your brands matter. Protect and enhance them with Videojet.**

**Videojet understands your challenges and delivers consistently reliable performance to exceed your production requirements.**

With Videojet as your coding partner, you can enhance manufacturing flexibility with coders that do more while reducing costs and simplifying your operations.

**Uptime advantage**

Our extensive product line enhances the efficiency of your production lines, giving you the technologies and supplies you need to achieve optimal code quality and durability, while keeping your operations moving.

**Code Assurance**

Help reduce your costs and protect your brands with our innovative software solutions. These enable you to get the right code in the right place, on the right product, time after time. In fact, our innovative solutions make it virtually impossible for you to get a code wrong.

**Built-in productivity**

Whether you're integrating with graders or into cartoners or any other packaging machinery, our coding solutions help enable you to maximize line efficiency and productivity while minimizing total cost of ownership.

**Simple usability**

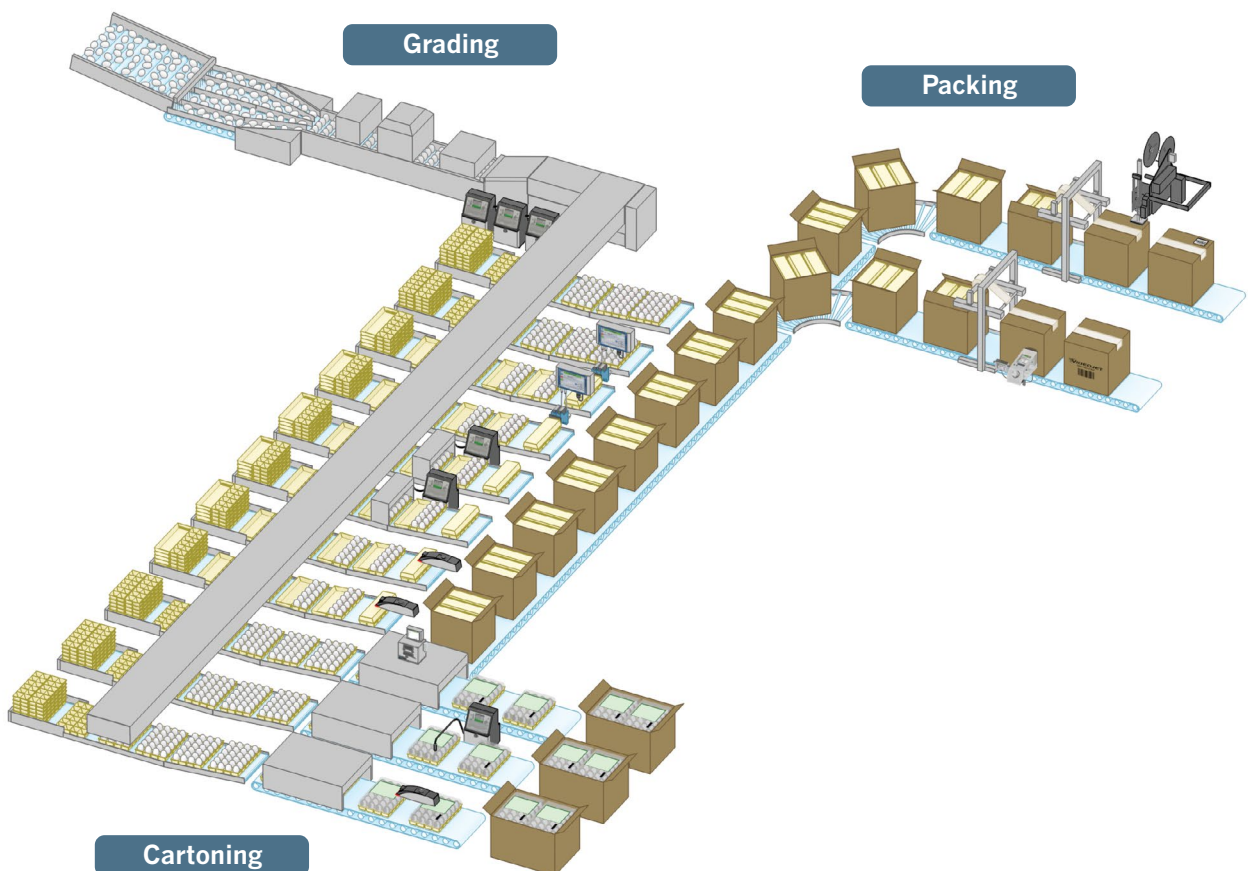
Videojet products are engineered to be easy-to-use and extremely reliable. This means you can spend more time focusing on the critical aspects of your business and less time mastering our technology.

# Innovative solutions for every step of your process

Running at rapid speeds around-the-clock, egg producers ask a lot from their production staff. Offering a full suite of coding solutions, Videojet can help make your job easier. We offer a full suite of coding solutions that reliably, safely and efficiently meets the demands for accurate coding on eggs, cartons and cases.

## Your code, your line

Videojet offers multiple flexible coding solutions that can integrate at each stage of your egg-grading, cartoning or packing operation. The best solution is shaped by your specific needs and your production environment. Videojet product and support teams can help you achieve that solution.



## Coding technologies for your egg products and packaging:

Printing application	CIJ	TIJ	Laser	TTO	LPA	LCM
Egg coding, in-line	✓		✓			
Egg coding, at packer	✓		✓			
Carton coding	✓	✓	✓	✓		
Case coding		✓	✓ *		✓	✓

\* With use of laser reactive marking patch.

## Multiple package types, six technologies, one name - Videojet

### Outstanding solutions helping you mark your brands.

Videojet offers a full suite of coding solutions that reliably, safely and efficiently meets the demands for accurate coding on eggs, cartons and cases.



#### Continuous Inkjet (CIJ)

Fluid-based, non-contact printing of up to five lines of text, linear and 2D bar codes, or graphics, printed on a variety of packaging types including stationary packaging via traversing systems.



#### Thermal Inkjet (TIJ)

Ink-based, non-contact printing using heat and surface tension to move ink onto a package surface. Generally used to print 2D DataMatrix and other bar codes.



#### Laser Marking Systems

A beam of infrared light focused and steered with a series of carefully controlled small mirrors to create marks where the heat of the beam interacts with the packaging surface.



#### Thermal Transfer Overprinting (TTO)

A digitally controlled printhead precisely melts ink from a ribbon directly onto flexible films to provide high resolution, real-time prints.



#### Label Printer Applicator (LPA)

Prints and places labels of various sizes on multiple package types.

#### Large Character Marking (LCM)

Ink-based, non-contact printing of multiple data types (alphanumeric, logos and bar codes) in large sizes primarily used for shipping cases.

## Shells

# Your ideal code

Best-by dates, tracking information and brand information visible right on the egg deliver real benefits: they give the consumer the highest possible product confidence; they help ensure that traceability information follows the egg even when it's removed from the carton; and they give producers a perfect vehicle to build product loyalty with customers. Videojet has high-performance in-line coding solutions for your production environment.

The safety and authenticity of eggs are persistent concerns in all regions of the world. Getting consumers to appreciate eggs as more than a commodity holds the key to greater loyalty and improved demand. Printing brand and egg information directly on the egg provides producers with an opportunity to improve brand differentiation and consumer loyalty through a clearly visible commitment to quality and safety.



## Did you know?

Videojet Dual Head inkjet printers are designed for applications requiring codes in two locations. The dual printheads can be operated independently or in tandem, each capable of delivering several lines of print at speeds of up to 293 meters per minute, all in a single footprint.



### Laser Marking Systems

- Microscopically etches the surface of the egg to create a permanent imprint.
- Since no ink is used with laser, code clarity is less affected by moisture on the outside of the egg shell

### Continuous Inkjet (CIJ)

- Ideal for in-line coding directly on eggs
- Cost-effective and efficient solution as printers are integrated with the grader for direct controlling from the console
- Can utilize food-grade ink specially formulated to safely adhere to egg shells





## Cartons

# Flexible and scalable

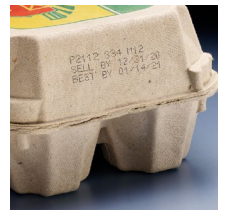
Printing on the egg carton is the optimal way for retailers to manage inventory easily, for consumers to check freshness quickly and for regulatory bodies to identify products during a recall. Videojet technology assures the benefits of this method, producing clear, crisp and legible information that benefits every level of the distribution chain.

Egg carton packaging is changing as retailers try to attract consumers to more beneficial eggs. Carton design is also advancing as the simple package is being improved to provide better protection and egg coding visibility to minimize consumer interaction with the eggs. Coding solutions designed to perform well across a wide range of packaging styles and materials give the producer freedom to adapt to future changes.



## Did you know?

Videojet laser solutions deliver high-speed, high-resolution, permanent marking with no consumable fluids. Offering one of the largest selections of marking heads and focal distance combinations, we can optimize speed and power settings to meet your specific production needs.



### Thermal Transfer Overprinter (TTO)

- Ideal for printing on overwrapped plastics prior to its application around a flat of eggs
- TTO produces high-quality codes using a ribbon-based printing system

### Laser Marking Systems

- Delivers excellent character and logo print quality, with more permanence and no mess
- Can print across the top of an egg carton in multiple locations, even when the carton is stationary on the line

### Thermal Inkjet (TIJ)

- High-quality, ink-based printing solution for porous carton materials like paper
- Delivers printing at a higher resolution than other ink-based systems

### Continuous Inkjet (CIJ)

- Simple and reliable way to print on paper, plastic, foam cartons and shrink-wrapped egg trays
- Ultra High Speed printers break the compromise between speed and code quality

## Case coding

# Empower your supply chain

Legibly and accurately identifying cases simplifies the efficient movement of goods through the supply chain. There are multiple solutions, ranging from simple text information printed directly on the case to high-resolution labeling applied automatically. The right solution will depend on your needs; Videojet has a solution to meet your specific requirements.

Printing lot, batch and supplier-specific information clearly on the egg case creates a traceability point visible to the retailer, wholesaler and transportation company – providing rapid identification in case of recall. Printing this information directly on the case simplifies packaging demands by standardizing to a common box style for different trading partners.



## Did you know?

Videojet offers high resolution, large character inkjet printers that benefit from a patented micropurge process that helps to automate cleaning of the printhead and improve ink utilization. This process helps ensure clean, crisp text and scannable bar codes.



### Laser Marking Systems

- dark black codes, high-resolution coding on cases without ink via laser reactive marking patch applied
- can print over large print area with a wide range of lenses
- fast marking speeds



### Large Character Marking (LCM)

- Print high resolution bar codes, logos and other information directly on cases
- Eliminates the cost, storage and management of labels and need for customer-specific pre-printed cases



### Label Printer Applicator (LPA)

- High quality thermal transfer coding direct to labels
- Automatic application offers greater speed, accuracy and error prevention than hand labeling



### Thermal Inkjet (TIJ)

- Creates complex, detailed codes on paper-based substrates
- Combining compact design and flexible communication choices, Videojet TIJ printers integrate easily into your line



## Service and integration

# Enhance your printing solution

We take a consultative approach to your coding applications, surrounding your printer with service and integration offerings to create an end-to-end solution. Videojet has experience implementing successful integration of coding solutions into your packaging equipment.



## Service

### Global partner

- with a sales and service presence in over 100 countries, Videojet has the coverage to support your global operations
- staff training and consignment part offerings can help support self-maintained product lines
- under leasing arrangements, Videojet will fully maintain your equipment for a flat monthly fee (*terms and conditions apply*)



## Supplies

### Specially developed inks and fluids

- coding on eggs and on cartons presents distinct demands for formulation and performance. Videojet inks are proven in every coding context.
- iQmark™ Videojet fluids are responsibly designed and manufactured to maximize contrast, adhesion and uptime while meeting safety, environmental, and regulatory requirements



## Control systems

### Centralized management and printing control

- Videojet offers a range of leading printer management and vision systems to complement track and trace implementations
- Videojet integrated solution specialists can develop centralized, printer-level control systems to manage all of your printers from a single screen
- automated data upload and flexible formatting to integrate with your ERP system

## Accessories

### Customized accessories for egg applications

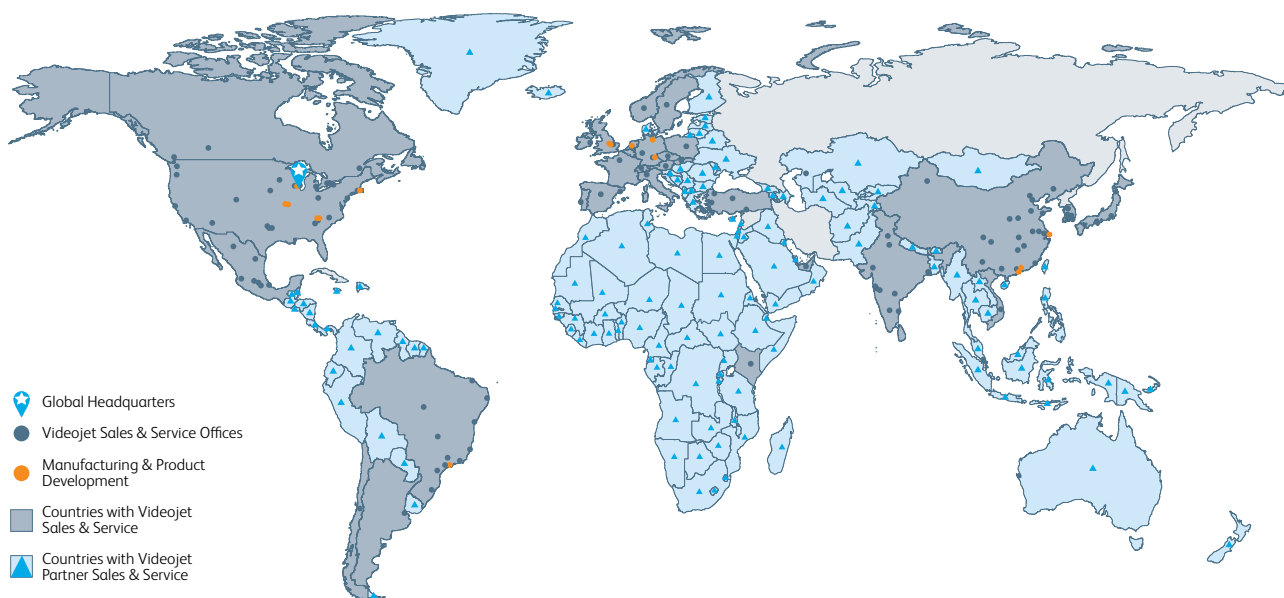
- beam turning units allow lasers to integrate into tight spaces
- multiple head TIJ offerings enable solutions to scale to meet speeds of egg industry
- dual head CIJ printers allow for several lines of code in multiple locations

# Peace of mind comes as standard

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product LifeCycle Advantage™.

Our goal is to partner with our 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 our customer application experts and technology leadership in Continuous Inkjet (CIJ), Thermal Inkjet (TII), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 400,000 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, Videojet's distribution network includes more than 400 distributors and OEMs, serving 135 countries.



Call **(65) 6444 4218**  
Email **[marketing.singapore@videojet.com](mailto:marketing.singapore@videojet.com)**  
visit **[www.videojet.sg](http://www.videojet.sg)**

Videojet Technologies (S) Pte Ltd  
No. 11 Lorong 3 Toa Payoh  
Block B #03-20/21 Jackson Square  
Singapore 319579

© 2023 Videojet Technologies Inc. All rights reserved.  
Videojet Technologies Inc.'s policy is one of continued product improvement.  
We reserve the right to alter design and/or specifications without notice.

Part number SL000561  
br-egg-en-sg-0923

