




Marking, coding and systems solutions

# Meat and Poultry Industry





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

**From managing various packaging materials and shapes to lines subject to extreme conditions during washdown, we have engineered coding solutions to get the right code, on every product, time after time.**



## Your high quality packaging deserves a high quality code

### **Safety and traceability — New regulations, food safety concerns and retailer demands call for accurate and readable codes.**

A true printing partner understands the importance of great print quality and achieving your operational goals in a highly regulated environment. With over four decades of experience in your industry, Videojet offers the perfect combination of technology, expertise and service options to be your coding partner of choice.

#### **Uptime advantage**

Videojet products are engineered with technology to help keep your lines running, even in extreme temperatures.

#### **Code Assurance**

With increasing SKU complexity, take advantage of simple onboard tools to help prevent coding errors. Videojet Code Assurance solutions help you get the right code in the right place, on the right product, time after time.

#### **Built-in productivity**

Videojet equipment can integrate seamlessly into your lines and help enable you to maximize line efficiency and OEE while minimizing total cost of ownership.

#### **Simple usability**

No matter what coding technology you are using, your operators will use the same intuitive graphical interface, providing simple usability.



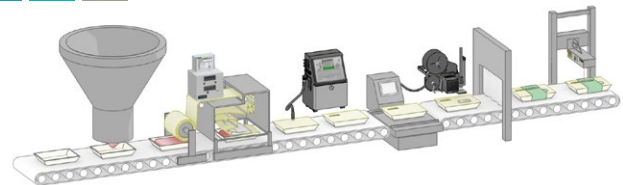
# Expertise for seamless integration

Your production line is only effective if all of its components are working in unison with each other. Though only a relatively small component of your packaging investment, selection of the right coding solution is imperative to your success. With over 40 years of experience helping our customers to successfully integrate our coding solutions into their lines, we understand even the smallest details.

Integration challenges can be physical, in terms of space and the need for mounting accessories, or software and communications-based. We work closely with OEMs to make sure that your coding solution integrates seamlessly into your lines. In addition, the Videojet service and technical support team helps ensure that the installation is done right and provides support throughout the life of the printer.

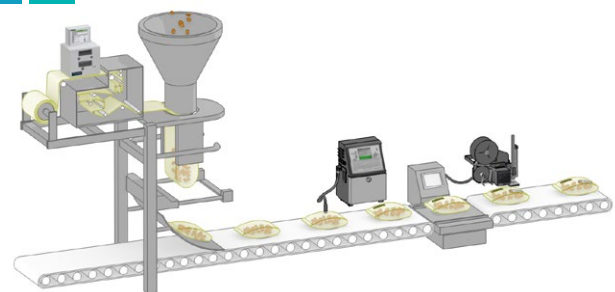
## Horizontal form fill seal

Although coding downstream in the conveyor is possible, the highest quality codes are typically obtained by coding on the film prior to packaging. Good integration is key.



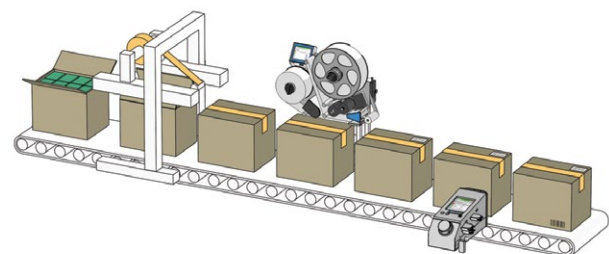
## Vertical form fill seal

Whether intermittent or continuous motion, Videojet has a range of printers to address the growing complexity of VFFS bags and pouches. Our technologies can handle unique packaging features like zippers and gussets.



## Case packer and sealer

Case printers are best integrated on your conveyor after the sealed case has been discharged. The type and amount of information you want to print on your cases determines which coding solution is ideal for you.





## Coding technologies for your packaging type:

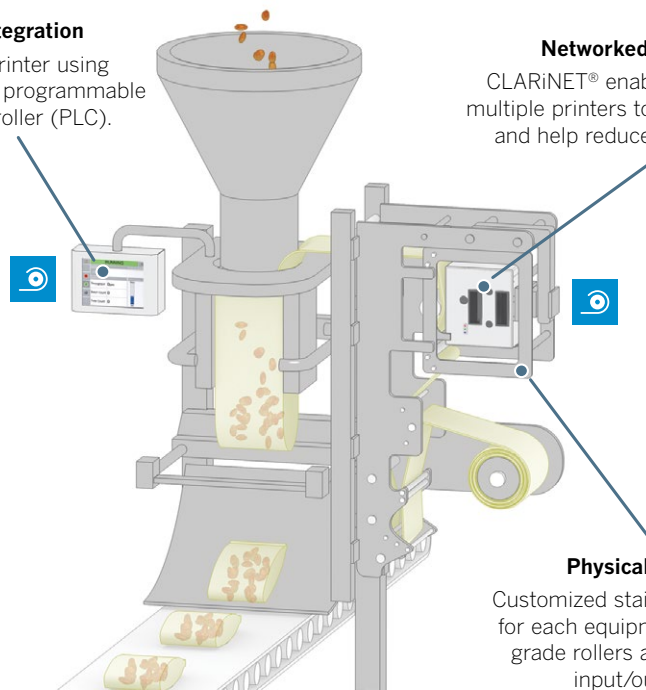
Packaging type	CIJ	TIJ	Laser	TTO	LPA	LCM
Tray	✓		✓	✓	✓	
Chub Pack	✓			✓		
Vacuum/Shrink film	✓			✓	✓	
Bag/Pouch	✓			✓		
Carton/Sleeve	✓	✓	✓			
Can/Jar	✓		✓			
Cases	✓		✓		✓	✓

## Integrated with OEM Partners

Videojet partners with the largest, most-innovative meat and poultry OEMs to create custom solutions for your packaging process and to allow for seamless integration.

**HMI Integration**  
Operate printer using host machine programmable logic controller (PLC).

**Networked Integration**  
CLARiNET® enables networking of multiple printers to increase efficiency and help reduce operator errors.



**Physical Integration**  
Customized stainless steel brackets for each equipment type with food grade rollers and 3 configurable input/output ports.

**Videojet TTO integrated into a meat and poultry vertical form fill and seal machine from an OEM**



### Laser Marking Systems

Beam of infrared light that creates marks where the heat of the beam contacts with the package surface



### Thermal Ink Jet (TIJ)

Ink-based non-contact printing that is generally used to print 2D DataMatrix and other bar codes



### Continuous Ink Jet (CIJ)

Ink-based printing of up to five lines of text and 2D bar codes on a variety of packaging types, including stationary packaging via traversing systems



### 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



### Large Character Marking (LCM)

Ink-based, non-contact printing of tall codes, including alphanumeric logos, and bar codes in large sizes, primarily for cases



### Label Printer Applicator (LPA)

Prints and places labels of various sizes on multiple package types

## Trays

# Coding to represent high quality

Changing consumer preferences and the goal of extended shelf life drive constant change in films for the meat and poultry industry. Moreover, coding more information is not only required by law but is becoming an expectation of consumers. TTO and LPA are two technologies that can help you comply with these requirements while maintaining superior printing that conveys your high-quality product.



### Continuous Ink Jet (CIJ)

- Condensation-resistant inks help ensure code stays in place when printed on any part of the package surface.
- Changing codes is easy through a user-friendly message creation interface or connection to networking software

### Thermal Transfer Overprinting (TTO)

- Print on either stationary or moving products, and it is possible to switch between the two types of printing
- Can be printed on almost any color, including dark films

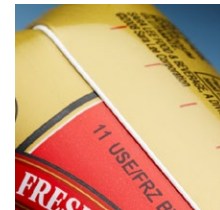
### Label Printer Applicator (LPA)

- Variable information such as weight, 'sell-by' date and price can be printed for each package prior to automatic placements
- Can print customized labels and eliminate the need for manual handling

## Chub packs

# Keeping pace with form fill seal machinery

Chub packs provide ground meat with an easy-to-transport, solid shape and are used in both retail and commercial channels. Due to the lack of air inside a chub package, they often have a longer shelf life for ground meats or poultry versus trays and can be easily frozen.



### Continuous Ink Jet (CIJ)

- 316 stainless steel construction can help prevent rust and corrosion in washdown environments
- CleanFlow™ printhead technology reduces printhead maintenance intervals helps provide clear codes even near package seams

### Thermal Transfer Overprinting (TTO)

- Clear, easy-to-read codes that are durable in freezing temperatures
- Integrates directly into the line and prints on the film prior to filling
- Ideal for printing nutrition facts, safe handling instructions, and other product information

## Harsh washdowns

Many meat and poultry producers rely on environmental cabinets to protect their coding equipment in harsh washdown environments. However, the only way to truly guarantee protection from water damage is with certified Ingress Protection (IP). Videojet offers a full suite of IP65-rated coders that are protected from steam, splash and overspray without use of an environmental cabinet. A more robust coder means less water damage, less maintenance and more uptime.



## Vacuum / shrink film

# Get more from your printer

Managing multiple pre-printed films for multiple products running on the same line can be cumbersome and costly. TTO gives you the capability to print product information during packaging and variabilize mark content to limit pre-printed film variations. TTO can print high resolution logos, bar codes and product information, giving you the ultimate in flexibility and efficiency.



## Film types

There are a wide variety of film types used for packaging meat and poultry products. Films are generally classified by the type of barrier they provide, their thickness and flexibility. They can be used to create a variety of different package configurations or for different end uses such as freezing or heating directly in the package. Videojet offers an extensive ink selection that provides clear and durable codes on almost every film type.

### Continuous Ink Jet (CIJ)

- Versatile coding solutions for nearly every package material, size or color
- Broad fluids portfolio with over 175 ink offerings including odorless and non-MEK inks

### Thermal Transfer Overprinting (TTO)

- Clean, clear coding of information such as nutrition facts, allergy information or product logos
- Excellent adhesion on film because printing takes place prior to the vacuum process

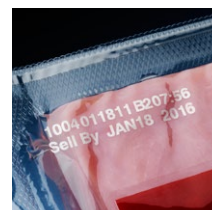
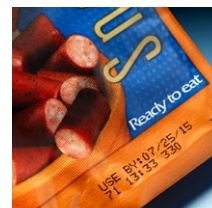
## Bags and pouches

# Solutions for a wide variety of pouches

Make sure your coding doesn't detract from your great package styling. Consider coding during the design process and then choose the optimal coding technology for your specialized package.

## Variable-weight items

Variable-weight items can often be difficult to mark due to unit-specific weight data. Often, label printers are placed at check weighing machines in order to accurately measure and apply the weight of the product. However, using on-package coding technology may be cheaper and more efficient. You can potentially save time and money by integrating your check weigher with a Videojet coder to accurately print both the product weight and the required 'best-by' or lot information on the package.



### Thermal Transfer Overprinting (TTO)

- Print product information during packaging and help eliminate the need for pre-printed films
- Directly integrates with vertical form fill seal machines (VFFS) to produce high quality codes



### Continuous Ink Jet (CIJ)

- Particularly useful for more complicated applications such as preformed pouches and bags with very thick resealable zippers
- Can be seamlessly integrated with a bag sealer to help increase efficiency and create clear, readable codes



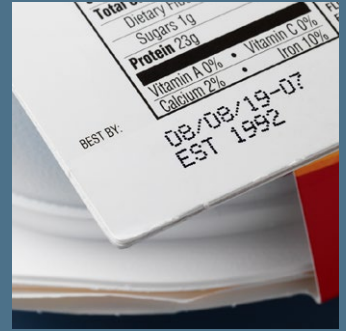
### Laser Marking Systems

- No inks or fluids required, thereby eliminating the potential of ink affecting product integrity
- Videojet fume extraction systems help keep the production environment and marking lens clean

## Cartons and sleeves

# The benefits of integration

Coders are integrated either directly with a cartoner or on the outfeed conveyor after the carton has been filled and sealed. Although integration directly with the cartoner can require more planning, it offers you considerable benefits. These include more consistent coding due to more precise material handling and the use of existing guards on the machine.



### Laser Marking Systems

- Extremely high resolution codes for printing country of origin or other product information on cartons
- Comprehensive portfolio of laser accessories including lenses and beam turning units to simplify line integration and maximize laser performance



### Continuous Ink Jet (CIJ)

- Specialty inks can create contrast and are ideal for use on virtually all carton materials, including aqueous overcoats and other varnishes
- Colored inks can be used to create contrast on different colored cartons



### Thermal Ink Jet (TIJ)

- Creates complex, detailed messages, bar codes and 2D codes, ideal for retail-ready packaging
- Compact design for simple line integration and flexible communication choices for ease of use



## Cans and jars

# Code on almost anything

The selection of a coding technology and fluids, when required, should be based on the unique needs of your business. Substrate and environmental considerations, stringent sanitation requirements, and heat and humidity resistance can make that selection process more challenging. With over 40 years of experience and more than 600 specialized inks, our technology experts can help you find the right solution for your production.



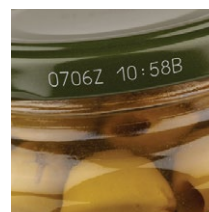
### Laser Marking Systems

- Versatile laser marking systems are easily adjusted for varying package sizes
- Scribing technology and large marking fields provide excellent code quality
- Fiber laser marking systems are able to code on metal surfaces



### Continuous Ink Jet (CIJ)

- Codes can be printed with special inks that change color to confirm that products have passed through a critical retort process
- Smart Cartridge™ fluid delivery system means virtually no mess, no waste, and no-mistake fluids replenishment



## Cases

# Empower your supply chain and reduce costs

Printing lot, batch and supplier-specific information on your cases creates a traceability point that is visible to your warehouse, wholesaler and retailer. This information provides vital product information, allows for rapid identification and helps to move your product quickly through your supply chain. In addition, printing this information directly on the case helps reduce pre-printed case related costs by using generic cases and printing different trading partner's information on demand.



## Laser Marking Systems

- A DataLase® (a contrast enhancer) coated case marked with a laser will produce a dark black and extremely high resolution print
- Especially useful for water-resistant coated boxes, as it enables clear, dark printing without damage to the protective coating



## Large Character Marking (LCM)

- Eliminates the cost, storage and management of labels, and need for customer-specific pre-printed cases
- A unique, automatic, patented printhead micropurging process helps keep the printhead free of debris for best print quality



## Label Printer Applicator (LPA)

- Automatic application of high quality printed labels, designed for ease of use and low maintenance
- Direct Apply labeling can increase performance with on-demand label application up to 150 packs per minute (typical 4"x6" label)



## Thermal Ink Jet (TIJ)

- High resolution, ink-based printing with no wear parts, minimizing maintenance and related downtime
- Ideal for non-porous substrates, MEK-based inks help ensure clean codes and good code recovery even after line interruptions

# Global Service offering

Broad service offering built with **you in mind**



## Start-up

The perfect introduction to peace of mind, ensuring a smooth transition during the adoption of new printers

## Preventive

While your team focuses on production, our technicians safeguard your equipment with regular maintenance visits

## Protective

For a team capable of general maintenance, take advantage of break & fix coverage plus wear parts replacement

## Comprehensive

Let us take care of everything and enjoy 100% coverage to proactively optimize printer performance

24/7 technical phone support	●		●	●
Preventive maintenance	●		●	●
Break-fix coverage	●		●	●
Wear parts replacement			●	●
Priority service	●		●	●
Basic operator training	●			●
Consultative services and application support	●			●
Optional equipment leasing available			●	●

Further details of all Service Products can be found in our product specification sheets and any professional quotation supplied by Videojet.

## You will benefit from:

### Performance advantage

Properly maintained printers experience less downtime, last longer, and increase operator productivity. Rely on Videojet certified service technicians to maintain your coding equipment in peak operating condition.

### Financial advantage

Service costs are predictable, protecting your budgets from expensive equipment failures while locking future services at current prices.

### Service advantage

Customers get fast, prioritized, high-quality service from Videojet technicians. With the largest field service team in the industry, our trained experts are well positioned to respond quickly to your needs.



# Videojet solutions

## Accurate, reliable and cost-effective printing

Coding in the meat and poultry industry is not necessarily straightforward. New packaging materials and shapes can challenge current printing processes. Also, new products, constant washdowns and extreme temperatures increase the potential for costly coding errors. Additional factors such as uptime, flexibility, line efficiency and total cost of ownership are important to help protect the profitability of the operation. With the broadest technology offering in the industry, Videojet can help address these challenges with an array of cost-effective, flexible solutions.

### Continuous Ink Jet (CIJ)

Most versatile of all variable technologies, combined with a portfolio of over 175 inks, CIJ prints on nearly any package type and shape.



### Laser Marking Systems

Improve the appearance and readability of your products by permanently etching the material surface without physical contact or any need for solvents or extra supplies.



### Thermal Ink Jet (TIJ)

Ideal for high quality text and bar codes on foils, cartons, and cases, ensuring that even complex and detailed codes are clearly readable for your downstream partners and consumers.



### Thermal Transfer Overprinting (TTO)

Perfect for your flexible packaging applications, TTO gives you high quality codes and images, from date, time and ingredients to allergy warnings and logos in a variety of colors.



### Large Character Marking (LCM)

Eliminate pre-printed cartons and labels by printing your supply chain information directly to case, helping to save time and reduce costs.



### Label Print Applicator (LPA)

When labels are required or you are using darker corrugated cases, LPA automatically applies labels to cases to help ensure high accuracy across a range of substrates.

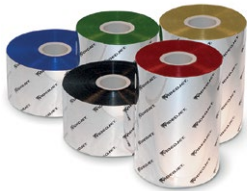


# Supplies and accessories

## Customized solutions for your application

Every coding application is different. That is why we offer you one of the most comprehensive selections of supplies and accessories to customize a solution for your unique operation.

With a wide range of ribbons, inks and fluids, Videojet has spent over 40 years developing specialty consumables that are ideal for your meat and poultry applications. In addition, we work directly with major OEMs and have a wide range of customized accessories for all printing technologies to seamlessly integrate our printers into your production lines.



### Supplies

#### Specially developed inks and fluids

Videojet employs strict manufacturing quality control processes for our consumables to deliver the best possible printer and code performance. With over 15 types of ribbons, 640 application-unique fluids, and the help of our technical support team, we are sure to have your ideal solution.



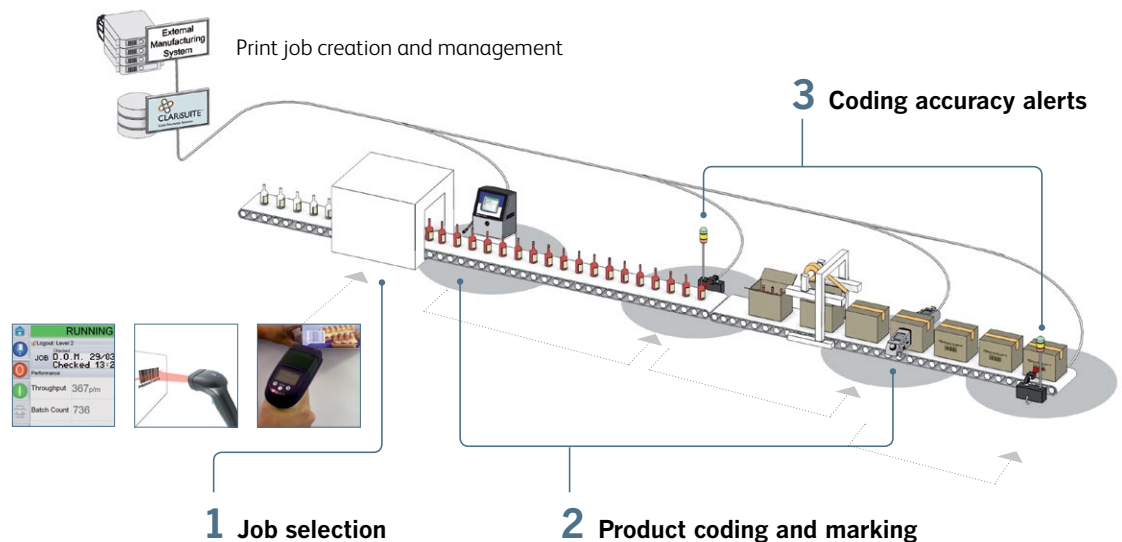
### Accessories

#### Configurable accessories

We offer systems that are able to withstand frequent washdowns and extremes of temperature and humidity, plus special enclosures to further protect printing equipment.

### Software

Increase availability and code accuracy by taking print job creation and management off the production floor.

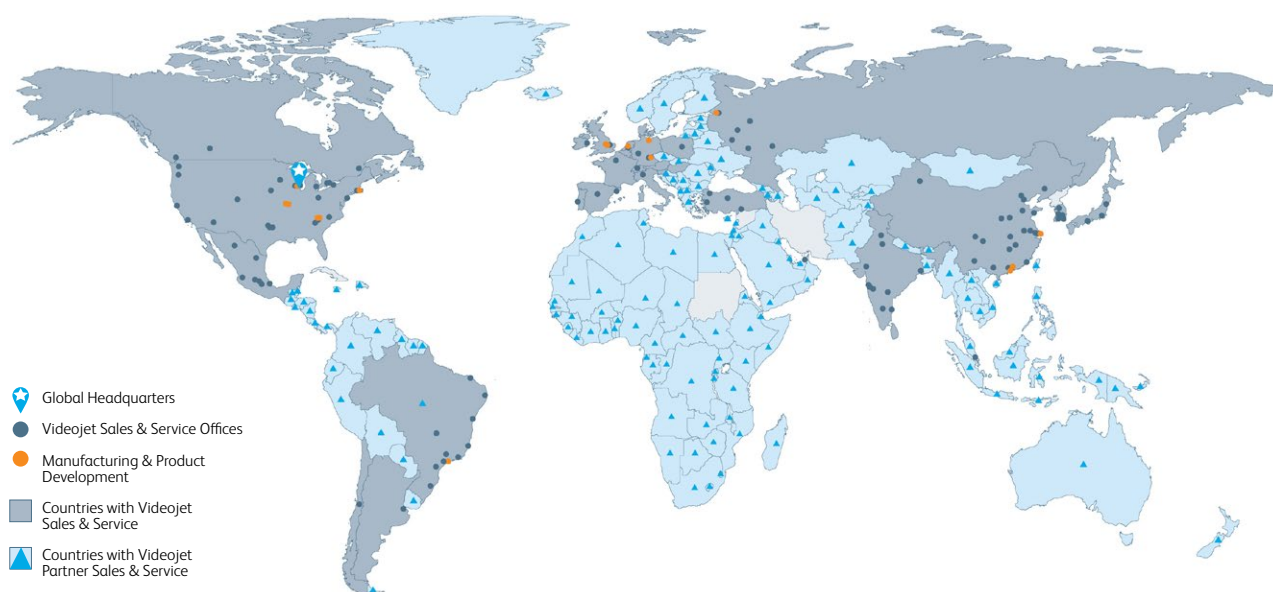


# Peace of mind comes as standard

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product 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 protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in Continuous Ink Jet (CIJ), Thermal Ink Jet (TIJ), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 325,000 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, Videojet's distribution network includes more than 400 distributors and OEMs, serving 135 countries.



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We reserve the right to alter design and/or specifications without notice.

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