

# Big benefits of smart laser coding

Issued by [Pyrotec](#)

15 May 2017

No matter what the application, the SmartLase C150 and C350 from Markem-Imaje - locally distributed by Pyrotec PackMark - offer impressive benefits for laser coding on paper-based cartons for the food industry.

Whether manufacturers are looking to improve traceability and anti-diversion (up to 120 characters with 3mm character height), code readable and permanent information with the highest quality scribing (to preserve packaging and guarantee traceability), meet high production line speeds (more than 48,000 products coded per hour), reduce production costs (up to 99.9% availability ratio for two 14-digit coding lines with 3mm character height), or contribute to sustainable development goals, the C150 and C350 fulfil every coding need.

Benefits include improved line efficiency – 30% greater printing performance with excellent scribing quality, which can be expressed in message complexity or number of characters; the ability to adjust contrast code position while printing; an IP55 rating; an operating temperature of up to 45°C thanks to optimised cooling flows; and up to a five-year warranty.

Eco initiatives include an IP65 option for plants with no air or water; a dedicated fume extraction system for a cleaner, healthier, safer and odourless working environment; and more than 80% of the coder is manufactured from recycled materials in keeping with global green initiatives.

From a coding perspective, the patented SmartLase Code Technology ensures single and universal fonts capable of scribing impeccable lines, curves and points faster than ever before. It also means that the same high quality readability and contrast can be achieved as it is for pre-printed packaging.



To assist customers to cut costs, the life time of the SmartLase C150 and C350 is extended by 30% thanks to reduced laser duty cycles. And, to reduce the Total Cost of Ownership, these coders offer low maintenance and consumables costs. No plant air is required for cooling.

Line integration is simple. The coders offer a pointing diode and integrated laser power meter option, the scan head module can be changed in just 10 minutes, and operation is easy with an intuitive touch-screen user interface. Both the C150 and C350 accommodate various pack weights and sizes and can be integrated into standard conveyors (up to 90m/min) and CoLOS®

software solutions from Markem-Imaje.

Also distributed by Pyrotec PackMark, CoLOS® software applications are engineered to complement Markem-Imaje's coding equipment. "CoLOS® software allows our customers to integrate equipment networks throughout the production line into one central system. This saves time, improves production flow, and drastically reduces long-term costs," explains Brandon Pearce, Pyrotec PackMark's general manager.

"What's more, CoLOS® provides real-time data about production processes by linking production plans to individual printers on the line. It also monitors the productivity and efficiency of each machine, and automates the selection of data for printing, reducing the need for human intervention. In turn, this reduces the risk of operator errors and provides

accurate performance reports," Pearce concludes.

▫ **Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise** 15 Feb

2024

▫ **The perfect coding and labelling solutions for personal care and cosmetic products** 3 Nov 2023

▫ **Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia** 13 Oct

2023

▫ **The end-of-line solution you've been waiting for** 29 Mar 2023

▫ **Uncluttered labelling for household cleaning products** 28 Mar 2023

## Pyrotec

Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.



[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>