

# Flexible film coders improve efficiency and deliver higher performance prints

Issued by [Pyrotec](#)

29 Oct 2019

Flexible film is a popular packaging format for food, cosmetics, pharmaceutical and building products. The launch of Markem-Imaje's three new thermal transfer overprinters (TTO), with new-to-market functionality, makes it quicker to code these surfaces while improving costs by providing deeper insights into production downtime and minimising mistakes. Markem-Imaje is locally represented in South Africa by Pyrotec PackMark.



## Greater operational efficiency: SmartDate X45, X65 and X65-128

- MI Sigma: For the first time ever in the TTO market, coders come with a built-in process improvement tool. Once enabled, packaging line downtime reasons can be logged and analysed, facilitating data-driven decision-making.
- Relative motion: This unique-to-market feature ensures codes are printed fully even if the packaging material stops halfway through the print for some reason.
- Quickest access to the most key performance indicators in TTO market: Home screen views are customisable to show up to 5 KPIs, from over 17 options.
- Fewer clicks to complete tasks versus competitor coders: Simplified pathway decreases time and scope for operator error when making adjustments.
- Large touchscreen: The 25.6cm size improves legibility.
- Embedded video tutorials and 'how to' modules: Step-by-step guides make daily operations quicker and more efficient.
- Higher performance prints: SmartDate X65 and X65-128.
- Speed: The SmartDate X65 can print at 1,800mm per second to deliver 455ppm at 300dpi, surpassing an industry average of 120 to 160ppm.
- Wide area printing: The SmartDate X65-128 achieves 400ppm across an area up to 128mm x 500mm to deliver twice the variable print versus standard coders. It cuts costs and time when printing multiple codes on multi-lane lines and during late-stage customisation, which can include nutritional and allergen details.

Other cost and quality benefits offered by the SmartDate range:

- Dead-dot detection: Forewarning of missing dots lets operators make adjustments before printing problematic codes.
- Code checking: The Detect-Plus add-on confirms code presence, position and quality on the product film directly, as opposed to competing solutions which check the printing impression on the ribbon and not on the pack.
- Best-in-class consumables: Ribbons are available for all materials with a base coating to maximise print contrast for better durability and legibility, while delivering up to 15% more codes per roll than other options.

The availability of these coders varies by market and will evolve over time. To enquire about South African availability, please contact Pyrotec PackMark.

## About Pyrotec

Pyrotec is a privately-owned South African company that specialises in providing innovative, top-quality product identification solutions. The company's extensive service offering includes on-pack product identification solutions – including self-adhesive label systems, coding and labelling equipment – as well as financing, and cloud-based brand protection, track and trace and consumer engagement services. Founded on a dedication to quality, operational reliability and excellent service, the Cape Town-based company has a national footprint with centres in major cities across the country. With more than 50 years' experience, Pyrotec has two brands operating under its ambit: Pyrotec PackMedia, which includes Pyrotec PackVerifi; and Pyrotec PackMark, including Pyrotec Finance. This proudly independent company is headed up by managing director, Rowan Beattie. For more information, visit [www.packmark.co.za](http://www.packmark.co.za).

## About Markem-Imaje

Markem-Imaje, a wholly owned subsidiary of the US-based Dover Corporation is a trusted world manufacturer of product identification and traceability solutions, offering a full line of reliable and innovative inkjet, thermal transfer, laser, and print and apply label systems.

Markem-Imaje provides global reach to over 50,000 customers with 30 subsidiaries, technology six centres, several equipment repair centres and manufacturing plants with the most comprehensive marking and coding portfolio available in the marketplace. For more information, visit [www.markem-imaje.com](http://www.markem-imaje.com).

" **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>