Pyrotec PackMark releases SmartDate X60 high-performance thermal coder

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Pyrotec PackMark, a leading privately-owned South African product identification solutions provider, has once again 'upped the ante' with its latest product offering: the Markem-Imaje SmartDate X60 Thermal Transfer Coder. The SmartDate X60 combines a long life, high-speed printhead with blazing-fast performance, and is specifically designed to meet the demands of a challenging high-volume production environment.

The Markem-Imaje SmartDate X60 Thermal Transfer Coder, distributed exclusively by Pyrotec PackMark in South Africa, is able to print at pack speeds of up to 1000 mm per second at full 300 dpi resolution and full resin printing at up to 600 mm per second, making it one of the most efficient coders on the market. Brandon Pearce, General Manager of Pyrotec PackMark, explains the unique benefits: "Full resin printing prevents the codes from rubbing off. Due to SmartDate X60's advances in technology, thermal transfer is now a viable option."

Not only is the SmartDate X60 Thermal Transfer Coder fast and efficient, it is economical too, with power-saving features that reduce electricity consumption by up to 50%. Its standard 1100 meter ribbon provides up to 20% more prints per roll, resulting in less waste and reducing the frequency of changeovers, thereby optimising uptime on the production line. The SmartDate X60 also offers its customers an 18 month warranty. The printhead is replaced free of charge within one year or 60 kilometres of ribbon if even a single dot fails.

"With its ground-breaking warranty, high level of performance and innovative technology that streamlines production and reduces costs, the SmartDate X60 truly reflects Pyrotec PackMark's commitment to its customers' production lines- and the bottom lines," says Pearce.

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