



Coding and Marking Solutions for Luxury Packaging



introduction

Coding and marking solutions for luxury packaging

Manufacturers of luxury and premium products require a coding solution that can reliably produce clear, discreet codes that do not deter from the high-quality aesthetic of their product and packaging.

The right solution helps to prevent counterfeit goods from entering the market, maintain the brand's high reputation, allow for easy product traceability and deliver an overall better experience to the consumer.



whychooseus?

After 20 years of working with producers and manufacturers across all industries, we have built up extensive knowledge around how to handle and print on to a diverse range of packaging materials, allowing us to provide the best solution to print high quality codes.

We approach each project with equal standards of care and commitment, to guarantee total customer satisfaction. After installation we provide a support service and can offer a full range of consumables and additional advice and consultancy as required.

"Innovative, customer focused, coding and marking solutions"

typical requirements

Premium products such as cosmetics, perfume and luxury food rely on beautifully designed packaging to reflect the quality of their product and maximise their shelf appeal.



To tie in with this, we are often met with the following coding requirements, all of which we can meet:

- Ability to print in white
- The option to change fonts
- Ability to print on to shiny, non-porous surfaces
- Ability to print small, yet still high-quality codes and text
- The option to lighten the print density



online or offline?

Although printing products as part of the production process is generally favoured, it is not always possible.

Unusual shapes, novel designs and elaborate embellishments can make it much harder to reliably overprint date and batch codes. Offline coding systems and high-precision thermal inkjet printing can provide an ideal solution to meet these quality challenges.

Why go offline?

- To cope with seasonal peaks in production
- Labelling and coding can be done in one operation
- Consistent code positioning
- Ideal for trial products - no impact on other production lines
- Increase throughput if coding is currently done by hand
- One coder can serve several production lines
- Offline systems can be easily adjusted to accommodate different packaging shapes and sizes

thermalinkjettechnology

The proof is in the print

Thermal Inkjet technology (TIJ) offers the ideal solution for coding premium packaging as it's clean, maintenance-free and can print perfectly formed, high resolution but also discreet codes onto a range of substrates.

Due to developments in ink technology, thermal inkjet printers are capable of applying code direct onto glossy surfaces, often with greater clarity than continuous inkjet (CIJ).

TIJ for anti-counterfeiting

TIJ can help strengthen anti-counterfeiting measures. While the main coding information can be printed as normal, UV-fluorescent inks can also be used to add security information to the pack that only shows up under UV lights. What's more, the systems used to feed packs through the printer can also be used to add a security label.



thebenefits

RELIABLE

- Works first time, every time
- Starts instantly, shuts down instantly

EASY TO USE

- Direct data input available on printer
- Intuitive, free, format design software package
- Cartridges simply clip in and out

COST EFFECTIVE

- Low capital cost of equipment
- Single consumable cartridge
- No maintenance

"As well as being an ideal partner to our offline feeding systems, our thermal inkjet printers can be easily integrated into existing production lines with minimal disruption."

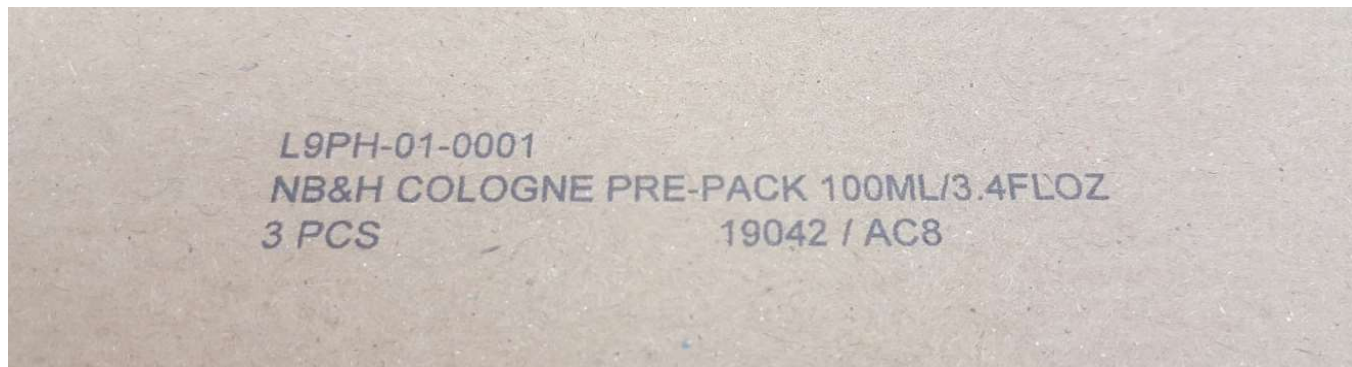
Our **systems**

Coding offline can present considerable advantages for print quality, as coding the pack in its flat form results in a consistently clear, perfectly positioned code, even in those hard-to-reach-areas.

Our offline feeding systems are capable of handling a variety of packaging types. They can easily be integrated with your choice of printer and/or labelling system.



Rotech



RF**Lite**

The RF Lite is an ideal entry-level solution for companies looking to automate their coding process for the first time. It also suits larger operators who are looking to install dedicated marking systems on multiple production lines.

Key Features and Benefits

- Fitted with thermal inkjet technology, the RF Lite is ideal for clear, concise date or batch coding onto cartons
- The RF Lite can consistently print codes onto cartons of all shapes and sizes
- It's easy to set up and adjust; no training needed



RF**Auto**

The RF Auto is an operator friendly, heavy duty, high speed, coding system.

Due to patented auto gating technology, the RF Auto automatically adjusts to accommodate varying thicknesses of product, leading to reduced set up time and waste.

Key Features and Benefits

- High throughput rates matched with variable speed control up to 90m/min
- The RF Auto can be configured and moved easily between production lines
- High speed while maintaining accuracy through the use of a vacuum conveyor.



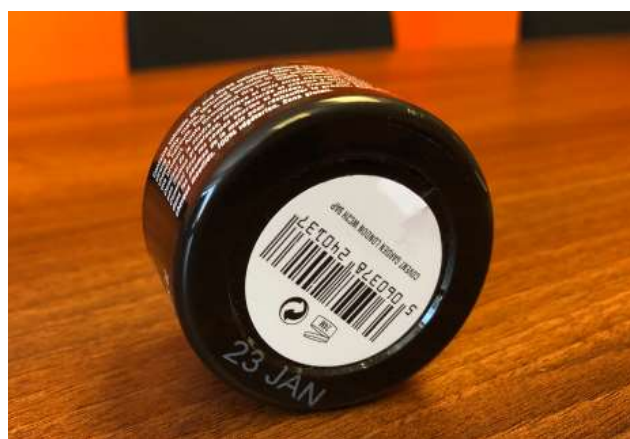
weareunique

Custom systems



While our standard range of feeding systems are able to meet the majority of our customers needs, there are occasions where a custom machine may be required in order to meet a specific application; for example, coding an exceptionally wide or narrow product.

We are able to modify and customise our range to meet particular requirements - something many of our competitors are unable to offer.



Free print sample service

There's no one-size-fits-all approach when it comes to coding and marking your product or packaging. Each application is unique and comes with it's own set of challenges.

We offer a free print sample service. Simply send us some samples of your product along with your coding requirements and we will find you the ideal solution by running them on our systems here at the factory.

Alternatively, we can arrange for one of our sales engineers to visit and give you a fee on-site demonstration



ourstory

Founded in 1997, Rotech has grown to become one of the most respected coding and marking specialists in the UK. Our privately owned and family run business has built a reputation of providing a valuable, end-to-end service - from consultancy and advice, through to product installation and ongoing support.

Our success is due to our expertise and our ability to listen and solve problems. No matter how small or how significant, we will always deliver the right solution in terms of efficiency, sustainability and quality engineering.

Our extensive knowledge of coding and marking technology, combined with our friendly, reliable, 'can-do' attitude, has led us to being trusted and respected by organisations right across the packaging industry, both in the UK and Internationally.



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