

How to get **TopMarks** on your...**OUTER CASES & BOXES**

We have a range of solutions well-suited to the labelling or direct printing of outer cases and boxes.

Billions of cardboard boxes are shipped worldwide every year. To avoid any delays and minimise the risk of human error, it is essential that shipping, traceability and content information is shown in a clear and readable format.

Below we outline the two main methods for reliable, quality outer case coding; applying labels and direct marking using large area printers.

LABELLING SYSTEMS - PRINT AND APPLY

labelling is the most versatile way to apply information on to outer cartons. Labels offer great flexibility as they can be applied from almost any angle - even around corners.

Excellent print resolution on labels can be easily achieved with thermal transfer printers, achieving high quality print legibility which is crucial for most retailers as it must comply with the barcoding standard.

Labels also work well on uneven surfaces such as corrugated card - an important factor to consider when choosing how to mark your boxes.

DIRECT PRINTING - SEIKO LARGE AREA PRINTERS

When printing onto a brown box, the lower contrast between the black print and background lowers the Grade of barcode, but it is still fully compliant. If printing on to a white surface you can achieve the same result as you would on a label.

Furthermore, the print is being made at line speed as the box passes by and this can be at up to 60m/min, with no pause between products.

Direct printing costs a lot less as the cost of the label, the cost of printing the label and the cost of applying the label are all saved.

FEEDERS

For the automatic feeding of outer case packaging in their flat form, we have the ideal solution.



RF CASE

The RF Case has been designed to handle a range of outer case secondary packaging. It's twin conveyor design allows for the easy separation of boxes onto the conveyor, so they can be individually printed or labelled, ready for operator removal.



How to get your TOP MARKS!

For more information on our range of innovative coding and marking solutions

www.rotechmachines.com

Or to book a free demonstration, call

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or email sales@rotechmachines.com