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SELF-CLEANING MAKES CASE CODING CRYSTAL CLEAR

Coding and marking specialist, Prism is underlining its commitment to case coding with the launch of the Prism SC50, a fully featured self-cleaning coder.

Ideal for printing on outer cases or secondary packaging, the Prism SC50 offers ease of maintenance, consistently high-quality print, a simple user interface and flexible and easy installation. Highlights include a fully enclosed, self-cleaning printhead with patented micro-purge system, a compact, detachable display unit featuring “at a glance” status indication and an intuitive, icon-based touch screen.

The Prism SC50 is being launched to offer a fully-featured case coder designed to meet the requirements of customers who need clear, legible and accurate coding of secondary packaging, with particularly excellent reproduction of machine-readable barcodes. Existing solutions on the market are not always cost effective and typically require significant investments in time and effort to keep them printing to the required standard for high throughputs.

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The development of the Prism SC50 follows extensive customer research which revealed that the key drivers behind purchasing decisions for such applications include keeping the printhead clean without the need for operator intervention or shutdowns; convenient placement of the display screen for operators; and ease of day-to-day operation.

All of these factors are built into the Prism SC50. The coder's innovative self-cleaning micro-purge system keeps all nozzles clean prior to printing. The resulting film of ink together with any dirt and cardboard debris is blasted with air to remove it from the printing plate. The ink is then collected and recirculated, passing through a high performance filter to maintain clean ink in the system. This recycling reduces the overall cost of ownership and eliminates the need to dispose of waste ink.

The compact, portable size of the coder ensures problem-free installation wherever it is required, and it can also be moved easily between lines. A long cable ensures that the display can be installed up to a distance of 9 feet away for optimum positioning. For even more flexibility in installation, up to four printers on one line can be controlled by a 'master' printer, while printers across multiple lines can be controlled using Clarinet network control software.

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The icon-based touch screen is simple to use even with minimal or no training: common tasks are only one touch away, and the majority of other functions can be accessed within two touches. As well as being WYSIWYG to ensure the correct message has been selected, the display features a highly visual status bar, using a colour-coded system, for “at a glance” updates. A range of software options is also available, including Claricom Package Coding Management (PCM) software, Windows printer drivers and compatibility with leading label creation packages.

The Prism SC50 prints codes up to 2.1 inches in height. For larger application needs, Prism also offers the Prism SC70, capable of printing 2.8 inches high.

“The growing worldwide need for legible and clear coding on secondary packaging such as outer cases is being driven by increasing requirements for traceability and brand identification, and case coding is the most cost-effective and versatile means of achieving this accurately and efficiently,” comments Mike Utley, Prism Business Manager.

“The Prism SC50 has been specifically designed to meet customer needs for high-quality case coding, and customers have responded extremely positively to its benefits,” he adds. “The exceptional performance, flexibility and ease of use of the Prism SC50 re-emphasises our commitment to providing high quality and cost effective solutions for case coding.”

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To find out more about how the self-cleaning Prism SC50 can reduce downtime:

- Visit www.prismincorporated.com
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