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SELF-CLEANING MAKES LARGE CHARACTER MARKING CRYSTAL CLEAR

Coding and marking solutions provider Linx is underlining its commitment to Large Character Marking (LCM) with the launch of the Prism SC50, a fully featured self-cleaning LCM coder. The new model is being exhibited at PackExpo alongside the Prism Jetpack 1000 HP-based printer to highlight the range of LCM options available.

Ideal for outer case or secondary packaging, the Prism SC50 offers ease of maintenance, consistently perfect print quality, 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 LCM 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 require significant investments in time and effort to keep them running to the required standard for high throughputs.

The development of the Prism SC50 follows extensive customer research which revealed that the key drivers behind LCM 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 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 hassle-free installation wherever it is required, and it can also be moved easily between lines. A long cable ensures that the display can be detached up to a distance of 9 feet for optimum positioning, while a single display can be used for multiple printers. Flexibility in installation also comes from the capability to network up to 4 printers together, controlling them all from one 'master' printer or via network control software.



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 'traffic light' 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 characters up to 2.1 inches in height. For larger application needs, Linx also offers the Prism SC70, capable of printing 2.8 inches

Alongside the Prism SC50 will be the Prism Jetpack 1000, which utilizes HP's TIJ technology to provide clean, crisp text/graphics and reliable linear and 2D barcodes. The Prism Jetpack 1000 offers low maintenance and cost of ownership, zero downtime, ease of operation and high reliability.

With a resolution of up to 600 DPI, the Prism Jetpack 1000's high quality barcodes offer a cost effective alternative to label printing. The Prism Jetpack 1000 incorporates two printheads for greater printing flexibility, for example the capability to print a single image as high as 4 inches, or to print in two locations on the same or different faces of the packaging. The printhead cartridges are disposable to minimise printer maintenance and ensure consistently high print quality. This system offers further flexibility thanks to the wide range of inks and spot colours are available. HP's inks are



environmentally-friendly and the cartridge-based system keeps production lines clean and free of spills.

The printer benefits from zero warm-up time – it can be operational in under a minute of being switched on. Thousands of messages can be stored on the Prism Jetpack 1000, while networking capabilities allows operators to call up messages from elsewhere.

“The complementary technologies of the Prism SC50 and Prism Jetpack 1000 provide customers with the ideal choice of printer, based on their specific requirements,” comments Mike Utley, Prism Business Manager. “We are delighted to present both solutions to PackExpo visitors.”

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**PRESS ENQUIRIES REGARDING LINX PRINTING TECHNOLOGIES,
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