SOLVING THE PUZZLE

OF DIFFICULT-TO-CODE SURFACES

by Sushil Bhatia and Mishi Jaggi

A NEW PUZZLE IS FACING THE MARKING INDUSTRY. WITH NEW CONTAINERS AND PACKAGING SHAPES SHOWING UP EVERY DAY TO CATCH THE CUSTOMER'S ATTENTION, THE CHALLENGE OF MARKING AND CODING THEM MULTIPLIES.

This is particularly true because the packaging manufacturers want to code on all different parts of the containers—bottom, neck, and cap. This creates a new challenge since these parts come in all different shapes and sizes. Many marking companies have tried to address this challenge by installing high-cost non-contact coders. This requires huge volumes to justify the investment. But what about the case of the small manufacturer or situations that involve small batches of product for testing or development? How can one find a low-cost and effective piece of equipment that is also easy to use?

This becomes particularly more important with the recent downturn in the economy as companies are struggling to keep afloat. Spending money on high-cost coding equipment is not always an option. However, due to government regulations, marking your product with certain information is necessary.

AN AVAILABLE SOLUTION

JMD Manufacturing has developed the Shapex Series of Batch Coders, which are

well-suited for those who have searched for machines that can mark and code their unusual applications, but who need to be more economical and not spend thousands on high tech machines.

JMD's applications engineer, Nilesh Bhagat, says, "JMD's Shapex series is a new, revolutionary, economical way to print on unusual surfaces. These machines are a good, easy solution to difficult applications. They don't require any high-tech training to operate and therefore keep costs down." The Shapex series can be used to print on curved surfaces, caps of bottles, bottoms of bottles or cans, flat surfaces, curved surfaces of cups or bottles, and the necks of bottles. Each machine in the series is a self-inking batch coder, which has a set of interchangeable letters and numbers so that the user can easily change codes at will. This eliminates the need to shut down production or reprogram the computer.

One company that contacted JMD was looking for a quick, economical, non-technical way of marking its juice bottles with an expiration date. Due to the curved nature of the bottom of its bottles, the company was not a candidate for any large, automated machine that required contact to make its print. Installing printing systems such as inkjet was not an option either, due to the high cost and training required. This is where the Shapex batch coders were uniquely suited to the task. These batch coders have been formulated to fit in such small, unusually shaped areas.

Many times these coders can be used to print on differently shaped surfaces by using the same coder. One recent customer, a manufacturer of cosmetics, used the same Shapex unit to print on the bottom curved portion of one container, the cap of another container, and the rounded side of another. Shapex units are currently being used by a wide range of industries for small batches—cosmetics and toiletry, food and beverage, automotive, R&D labs, bio-tech, and pharmaceuticals.

Whatever the application or shape of a manufacturer's container, JMD is committed to providing its clients with excellent customer service as well as a solution to their application needs.

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