

# Big benefits of smart laser coding

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No matter what the application, the SmartLase C150 and C350 from Markem-Imaje - locally distributed by Pyrotec ParkMark - offer impressive benefits for laser coding on paper-based cartons for the food industry.

Whether manufacturers are looking to improve traceability and anti-diversion (up to 120 characters with 3mm character height), code readable and permanent information with the highest quality scribing (to preserve packaging and guarantee traceability), meet high production line speeds (more than 48,000 products coded per hour), reduce production costs (up to 99.9% availability ratio for two 14-digit coding lines with 3mm character height), or contribute to sustainable development goals, the C150 and C350 fulfil every coding need.

Benefits include improved line efficiency – 30% greater printing performance with excellent scribing quality, which can be expressed in message complexity or number of characters; the ability to adjust contrast code position while printing; an IP55 rating; an operating temperature of up to 45°C thanks to optimised cooling flows; and up to a five-year warranty.

Eco initiatives include an IP65 option for plants with no air or water; a dedicated fume extraction system for a cleaner, healthier, safer and odourless working environment; and more than 80% of the coder is manufactured from recycled materials in keeping with global green initiatives.

From a coding perspective, the patented SmartLase Code Technology ensures single and universal fonts capable of scribing impeccable lines, curves and points faster than ever before. It also means that the same high quality readability and contrast can be achieved as it is for pre-printed packaging.



To assist customers to cut costs, the life time of the SmartLase C150 and C350 is extended by 30% thanks to reduced laser duty cycles. And, to reduce the Total Cost of Ownership, these coders offer low maintenance and consumables costs. No plant air is required for cooling.

Line integration is simple. The coders offer a pointing diode and integrated laser power meter option, the scan head module can be changed in just 10 minutes, and operation is easy with an intuitive touch-screen user interface. Both the C150 and C350 accommodate various pack weights and sizes and can be integrated into standard conveyors (up to 90m/min) and CoLOS®

software solutions from Markem-Imaje.

Also distributed by Pyrotec PackMark, CoLOS® software applications are engineered to complement Markem-Imaje's coding equipment. "CoLOS® software allows our customers to integrate equipment networks throughout the production line into one central system. This saves time, improves production flow, and drastically reduces long-term costs," explains Brandon Pearce, Pyrotec PackMark's general manager.

"What's more, CoLOS® provides real-time data about production processes by linking production plans to individual printers on the line. It also monitors the productivity and efficiency of each machine, and automates the selection of data for printing, reducing the need for human intervention. In turn, this reduces the risk of operator errors and provides

accurate performance reports," Pearce concludes.

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