

# Uptime Today

Coding and marking news to maximize uptime.

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## Case Study



### [A Smooth Finish: Sprecher Brewing Co. Uses Videojet Coders to Keep the Beer and Soda Flowing](#)

Sprecher Brewing Co., maker of specialty beers and gourmet sodas, relies on ink jet printers to apply crisp, clear date and lot codes on its high-capacity bottling lines.

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## Knowledge Center

### [Package Lightweighting Impacts Date and Lot Code Marking](#)

As beverage companies increasingly use thinner-walled PET containers, it can be challenging to apply codes using older, traditional lasers. But today's updated lasers present the solution to burnthrough problems.

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## Product News

### [New Videojet® 1710 Ink Jet Printer Combines High-Contrast Codes with Low Maintenance](#)

A new Videojet ink jet printer uses high-contrast, pigmented inks to create bright, clean codes on surfaces such as colored glass, rubber tubing, plastic cabling and dark paperboard.

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## Industry News

### [Produce Traceability Initiative Aims to Have Electronic Traceability for Every Case of Produce by 2012](#)

The Produce Traceability Initiative is designed to help the produce industry build a common framework to identify produce across the supply chain.



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See live demonstrations of the latest Videojet marking and coding technologies, and talk with experts at industry events around the world. [Read more »](#)

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Sales, service, training, administrative and application support is provided by direct operations worldwide, including Austria, Brazil, Canada, Chile, China, France, Germany, India, Ireland, Italy, Japan, Korea, Mexico, the Netherlands, Poland, Portugal, Russia, Singapore, Spain, Switzerland, Turkey and the United Kingdom, with more than 250 direct sales and service personnel in the United States alone. Videojet's distribution network includes more than 175 distributors and OEMs, serving 135 countries.

