

# Building the Brand



## Homelux Nenplas chooses ink jet coding on plastics products

To help code and identify its extruded products, Homelux Nenplas Ltd. in Ashbourne, UK, has relied on Videojet Technologies equipment and supplies for over ten years.

The existing Homelux Nenplas brand has evolved from three separate businesses, and over recent years has expanded due to the rapid growth of 'Do It Yourself' superstores. The brand's extruded products are custom-built, offering a full range of solutions to the building, shop fitting and caravan/motor home sectors.

With its production running 24 hours a day, five days a week, Homelux Nenplas needed additional coding capabilities. So it recently purchased six Videojet 1510 small character ink jet printers to code dates, identification, and product numbers in messages up to three lines long. The company also uses the Videojet units to apply their brand logo onto its plastic extruded products.

The Videojet 1000 Line small character ink jet printers produce best-in-class, consistent code quality. They are simple to operate, easy to

maintain and are engineered for extended and uninterrupted runs. The 1510 ink jet printer is designed for medium-duty applications and can run for up to 18 months before requiring preventive maintenance.

Andrew Wood, Maintenance Manager at Homelux Nenplas, is impressed with the reliability of the new ink jet printers. He says, "The Videojet 1510 printers are easy to use and do the job. They are never in the workshop."

According to Mr. Wood, the results of upgrading to new coding technology have been dramatic. Videojet's 1510 ink jet printers have saved the Ashbourne site at least ten hours a week on setup and cleaning time.



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- Andrew Wood,  
Maintenance Manager  
at Homelux Nenplas

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