

# Videojet® Product Decoration

Decorate, Gain Attention, Increase Share



## Building the Brand

Companies are challenged to grow their brands within an ever increasing competitive landscape where the risk of commoditization has never been higher. Product decoration, a proven method of growing a brand's share and profitability, is a means of differentiating a product by promoting a brand, augmenting real or perceived performance, communicating product usage, or entertaining the consumer.

Instructional, functional and visually pleasing graphics and messages not only promote a brand but they can create a higher perceived value of the product compared to non-decorated products. As a result, product decoration adopters gain competitive advantage, grow market share and profitability.



*Decorated products generate customer excitement and greater brand awareness, drive revenue growth and enable premium pricing.*

Successful marketers and manufacturers take advantage of product decoration to add value and:

### Instruct

- Communicate product information like size, front/back, safety and how-to guidance

### Inform

- Augment real or perceived product performance and attributes by pointing out the product's functional benefits and premium features
  - Absorbent areas
  - Wetness indication

### Entertain

- Engage or amuse the consumer with images and messages that can be customized, localized, seasonal and variable

### Promote

- Reinforce a brand with a name, logo, website or social media links
- Enhance consumer satisfaction, loyalty and product usage
- Drive cross-selling opportunities
- Maintain brand presence, even after the product is opened

**VIDEOJET®**  
Uptime Peace of Mind®



## Videojet Product Decoration

### Product decoration of nonwoven materials

Single-use consumer goods constructed of nonwoven materials, such as baby diapers, adult incontinence products and feminine care pads, lend themselves particularly well to non-contact ink jet printing for product decoration.

Videojet's high speed BX 6000 Series binary array printing system and quick drying colored inks are engineered to decorate nonwoven products with variable data and images directly in the converting line.



*Color-fading ink indicates wetness*



Videojet's fast-drying, solvent-based (typically acetone/ethanol blend) inks and fluids have been used for almost a decade in the personal hygiene market.

Only Videojet inks and fluids meet the standards recommended for use in Videojet equipment. Globally, nonwoven producers often choose Videojet's inks to meet the stringent health and safety requirements of their businesses and governments.\*

### Partner with Videojet

Understanding what customers value, selecting which products to decorate, and determining how to integrate decoration into production processes can be challenging undertakings. Videojet has the experience and technology to assist through all aspects of product decoration.

With installed equipment printing on more than 20 billion products a year, Videojet delivers marking, coding, and decorating solutions to a wide range of industries and applications. Videojet's experts help customers utilize marking and coding solutions to grow market share, increase throughput, improve operational efficiency and meet regulatory requirements. Backed by nearly 30 years of experience in all types of production line settings, Videojet has the expertise to seamlessly integrate a product decoration solution into your operation.



\* Please consult with Videojet for more information about Videojet's inks and fluids. It is the customer's responsibility to ensure compliance with applicable regulations.

## Decorating method: BX binary array printer

Videojet's BX binary array printer is the advantaged solution for product decoration. It has a proven record in decoration printing across multiple applications and nonwoven products. Key wins of the BX system include:

- ✓ Production speed readiness – up to 650 mpm (over 2,000 fpm)
- ✓ Maintenance of production line uptime
- ✓ Efficient installation and integration
- ✓ Digital, variable and scalable printing
- ✓ Globally accepted inks
- ✓ Justifiable investment with proven ROI
- ✓ Worldwide service & support



*Videojet's BX6500 provides one printhead with a 2-inch (51 mm) print band, while the BX6600 offers a dual-head configuration operating off a single print engine. That's four continuous inches (102 mm) to decorate in a single pass. The heads can also be separated for decorating different areas of the product or for printing different colors.*

## Videojet® BX Series

Binary Array Ink Jet Printers

### Print Specifications

#### Resolution

Up to 128 (vertical) x 256 dpi (in the direction of travel); image dependent

#### Print Speed

>2000 fpm (up to 650 mpm), image dependent

#### Print Width

2 inches (51 mm) per printhead, up to two printheads per cabinet

#### Graphics

Downloaded multiple formats including: jpg, bmp, pcx, etc.

#### Fonts

Most Windows® TrueType® and OpenType (with TrueType outline) fonts; .SPF fonts (exported from BX 63/64 system)

#### Print Band Orientation

Any angle

#### Throw Distance

1/16 inch - 1/4 inch (1.6mm - 6.4mm)

### Controller and Software

#### Processor

Intel Core 2 Duo

#### Memory

2GB RAM

#### Operating System

Windows® XP - embedded

#### Hard Drive

160GB

#### Network

2 x 1Gb LAN connections

#### Software

Integrated suite for configuration, maintenance, layout, and printing data; standard Videojet IO Box

#### Languages

Dutch, English, French, German, Italian, and Spanish

#### Diagnostic Software

Inspector™ – provides monitoring of a variety of operational parameters and manual override capabilities (optional)

#### Data Formats

Fixed Field, Fixed Record, Delimited, Multiline, CSV, TEX, TX2, MDB, DBF, JS2

### Fluids

#### Capacity

1.4 gal (5.3 liter) permanent reservoirs for ink and make-up

#### Ink Types

Acetone/Ethanol blend

#### Ink Colors

Black, red, blue, green, purple, pink, yellow, wetness indicating blue, customized colors

#### Fluid System

One per head, enabling multiple colors on a multi-head printer configuration

### Electrical and Environmental

#### Power Requirements

220 - 240 VAC, 50/60 Hz or 120 VAC, 50/60 Hz, Single Phase

#### Current Draw

8A (240V), 16A (120V)

#### Operating Temperature

40° F (4°C) to 100° F (38°C)

#### Humidity Range

10% - 80% RH non-condensing

#### Cabinet Rating

IP5X

#### Ventilation

Recommended at the printhead

### Mechanical

#### Cabinet Dimensions

41 inches (105 cm) High x 19.7 inches (50 cm) Wide x 23.6 inches Deep (60.0 cm)

#### Printhead Dimensions

12.8 inches (33 cm) High x 3.94 inches (10 cm) Wide x 4.33 inches Deep (11 cm)

#### Cabinet Material

304 Stainless steel

#### Printhead Material

305 Stainless steel

#### Positive Air

BX6500: Minimum air supply required 80 PSI (6 Bar)

BX6600: Minimum air supply required 80 PSI (6 Bar)

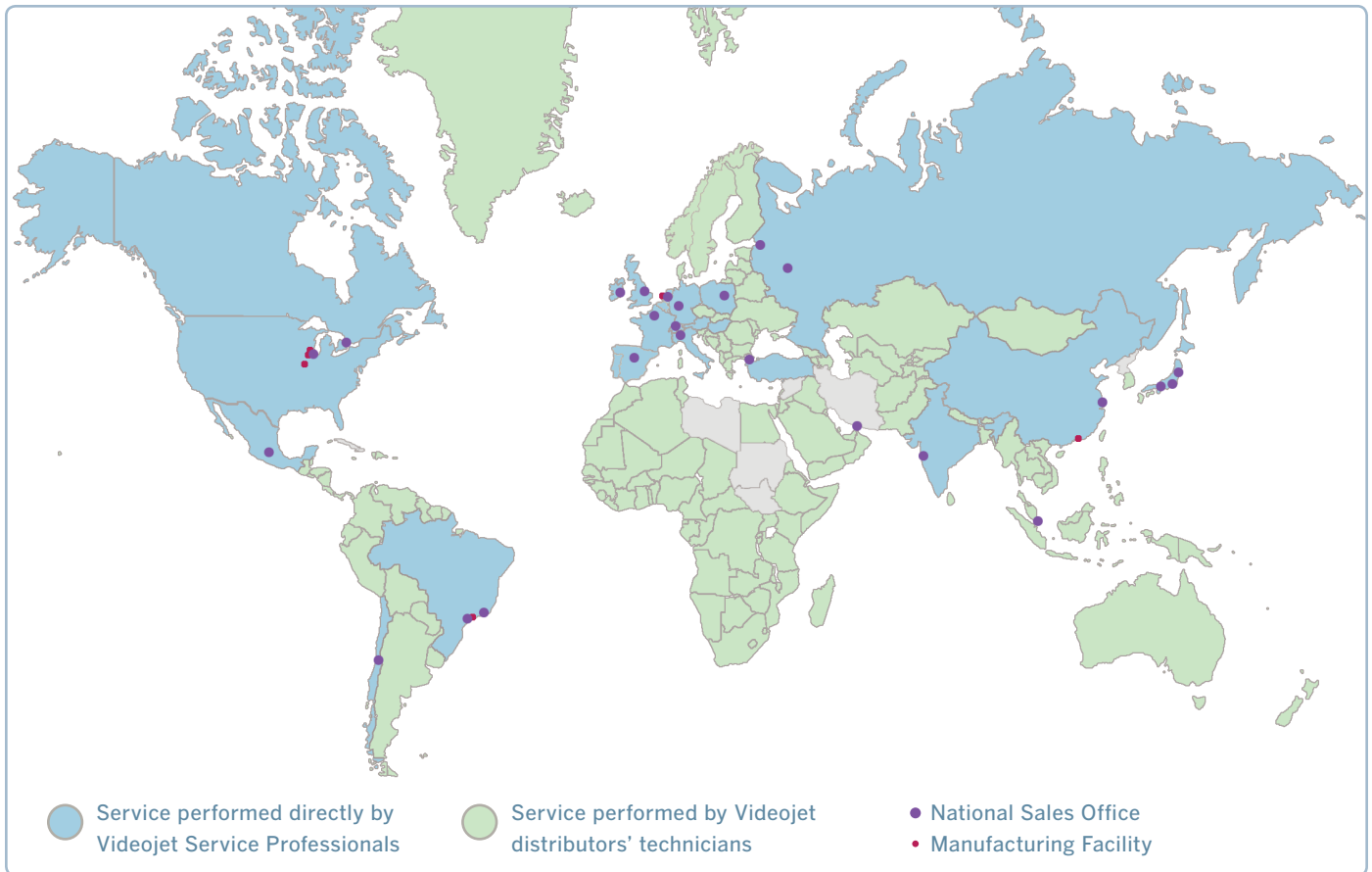
BX6500: Air consumption .5409 SCFM (15 liters per minute at 3 Bar)

BX 6600: Air consumption 1.0818 SCFM (30 liters per minute at 3 Bar)

#### Umbilical

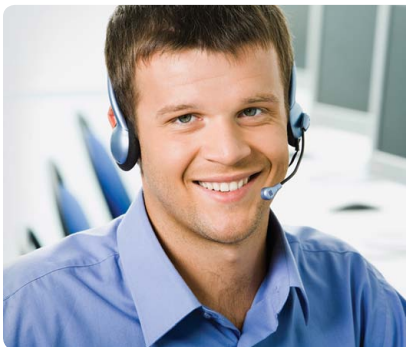
19.7 feet (6 m) in length

## The largest field service organization in the industry:



### Partner with Videojet for support anytime, anywhere in the world, day or night

With more than 285,000 units installed worldwide, Videojet solutions are supported by over 3,000 employees in 26 countries and a global network of distributors. Worldwide sales and service professionals provide all regions with training, maintenance and repairs, genuine Videojet parts, integration solutions and superior customer service.



#### Best-in-class support for maximum uptime

When you partner with Videojet, you can expect:

- ✓ Seasoned service and support professionals providing prompt on-site service and 24-hour phone support
- ✓ Your choice of flexible programs and service agreements for preventive maintenance visits, check-ups, operator training, on-site service, supplies, equipment rentals and extended warranties.



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