

#### KEY FACTS

##### INDUSTRY:

Food & Beverage:  
Food—Tray Pack Applications

##### PRODUCT SUBSTRATE:

Brown Corrugate

##### SOLUTION:

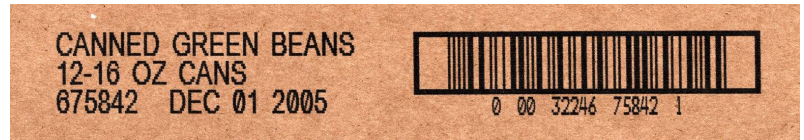
ProSeries 384 Printhead  
Marksman Elite Controller

##### APPLICATION SPECS:

Multiple product codes that change due to small batch product runs.

##### MESSAGE CONTENT:

Product Description, case pack, batch code, date code and barcode



#### BACKGROUND

The current coding equipment being used in this customer's current application is a low resolution valve jet inkjet system. Due to the system's limitations, operators must manually key in much of the data, and due to their production process, they produce small batches of product which the human interface of entering data is time-consuming and can result in keystroke errors. The current valve printers are not capable of printing a barcode, which is now a requirement for this end user's customers.

#### FOXJET ADVANTAGE

By installing a FoxJet Marksman Elite controller with a ProSeries 384 printhead, the customer is able to print the human-readable as well as the industry standard barcode in a single pass of the printhead without modifying any of their production machinery. The advanced task creation software allows the user to input all formats before the production run to simplify batch changeover. To pull up the correct code, the operator utilizes a PSC hand scanner and simply scans the corresponding barcode to what is running on the line and begins printing the correct label. The FoxJet system allowed the customer to simplify the batch changeover process and reduced manpower hours of manual changeover; they maintained low box coding costs and added the industry standard barcode to the tray pack.

#### KEY PRODUCT BENEFITS

##### ProSeries 384 Printhead

- Prints barcodes, logos, graphics and text
- Stainless Steel ink path
- Automatic Priming System

##### Marksman Elite Controller

- Industry Leading 17" touchscreen with built-in on-screen keyboard
- Windows 7 Embedded Software
- Controls up to 4 printheads on 2 production lines