

# Salty Snacks

Labeling & Coding Solutions



**L&C**

**LABELING  
& CODING**



# Snacks

## Labeling & Coding Solutions

# Innovation in Packaging Calls For Creative Solutions

Coding and labeling snack foods requires unique product identification for complete supply chain traceability, as well as clear, precise print to enhance overall branding.

The trend towards product promotions using interactive QR codes on product packaging to engage consumers requires equipment that can perform consistently in difficult processing environments.

Varieties of products, packaging types, and production environments add to labeling and coding challenges and play a role in the choices you make for successful coding.

ID Technology helps simplify your labeling and coding with integrated solutions to keep your production lines moving.



# Labeling & coding Primary Packaging

Your labels have a major influence on the perceived quality of your product. ID Technology's distinctive, durable, and cost-effective labels make your product stand out on crowded store shelves while adhering to labeling requirements.

## Labels For Primary Packaging

Label and code your packaging with high quality codes, text, and graphics that meet regulatory requirements, attract customer attention and establish brand identity. Our flexographic and digital label materials are durable and comply with the FDA mandates for product labeling.

- IRC (Instant Removeable Coupons).
- Digital printing for customized labels, variable data, short and long runs.
- Flexographic printing for high quality color on various substrates.
- Any shape and for all product surface types.
- Standard, durable & removable adhesives.



Our six label converting facilities across the US and Canada offer nationwide coverage for complete label production, consistent quality, and continuous service during peak demands.



## The Flex-Pac™ Labeling System

Designed to work with vertical form-fill-seal bagging machines to apply labels to the film before the bag is formed. Flex-Pac™ is perfect for applying Instantly Redeemable Coupons (IRCs) to power your marketing campaigns.

EPI keeps a fleet of rental units available for your short term jobs and ID Technology provides labels and coupons to market your brand.



# Labeling & coding Primary Packaging

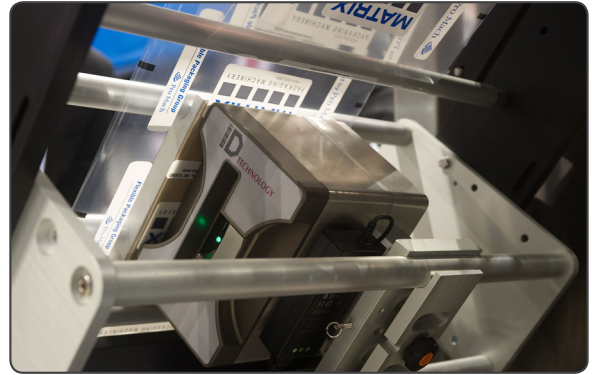
Labeling and coding is most often done directly on clamshell, shrink-wrap, bags, tags, paperboard, flexible packaging/pouches and other modern packaging styles.

## Thermal Transfer Overprinters

Our range of Thermal Transfer Overprinters (TTO) add variable information to flexible packaging – date codes, lot numbers, price, barcodes, etc.

Each EasyPrint thermal transfer overprinter is capable of both intermittent and continuous printing, allowing for integration into both intermittent and continuous packaging lines. An integrated printhead heater allows for printing at low temperatures.

Thermal transfer overprinting results in a sharp, clear image without compromising production speed.



EasyPrint Compact 53c Thermal Transfer Overprinter

## Continuous Inkjet

Add identifying marks such as date & lot codes, and traceability codes on a range of packaging types. Produce high contrast marks for best readability across a variety of product colors and packaging materials.

Designed and built here in the USA, our Citronix ciSeries CIJ printers are easy-to-use, needs minimal maintenance and produces great print quality. This is a cost effective way to add real-time coding to your products and keep up with high speed production lines.



A wide range of inks in multiple colors and properties to suit your applications.



## Macsa Lasers & Laser Coders

Macsa lasers are fast to perform in high speed environments and produce high-quality lot codes, sell-by dates and variable data directly onto film, foils, paperboard, paper labels or cardboard.

Lasers are used to score, slit and cut the plastic films and foils used in flexible packaging. They enable such packaging to be shaped and formed, and they make it easy for consumers to open it. No consumables are needed and the lasers require minimal maintenance.



Macsa SPA Laser Coder



# Labeling & coding Secondary Packaging

Secondary packaging keeps the primary packaging safe and helps it retain its original shape during transport to a retail or consumer location. Cardboard boxes, cardboard cartons and plastic crates are common types of secondary packaging.

## For Cases, Cartons, Shipping Containers

### Label Printer Applicators

- Label one or multiple sides.
- Print and apply labels in real-time.
- Extensive range of applicator modules.
- Your choice of OEM print engine.

### Laser Marking on Cartons

Combining a DataLase solution with our Macsa lasers gives you the option of marking directly onto cartons. The DataLase material is printed directly onto the carton during converting and produces a color change when activated with a low power CO2 laser.



## Personalize Cases with Barcodes & Text

### High Resolution Inkjet

- Replace preprinted cases and cartons with large character printing on demand.
- Various printhead configurations, provide up to 4" high print at 300 dpi print resolution.



FoxJet ProSeries inkjet printers produce high quality, high resolution text, barcodes and graphic images.



Built on the top selling 252 platform with choice of proven OEM print engine (SATO, Zebra, Datamax.)

### Pallets and Boxes Model 252 - 3-Panel Label Printer Applicator

ID Technology's 3-Panel Smart Tamp label printer applicator provides a rugged and flexible solution for printing and applying labels to multiple sides of a pallet or box.

- Apply labels to one, two or three sides of box or pallet.
- Designed to work with irregular pallets and tolerances in material handling.
- Laser type sensor locates position of the area to be labeled.
- Optional stainless steel enclosure for tough environments.



... what it means for you

Working with ID Technology and other ProMach brands offers direct access to the leading solutions for your industry. When your team works with ProMach, you can be sure that the experience, in-depth knowledge, commitment to precision and a high degree of expertise goes into every solution, individually or when ProMach brands join forces.

Other companies can talk about innovative solutions but our ProMach family delivers the best in the industry every day!

HOW WE DO IT

*By delivering best-in-class product brands across the entire packaging spectrum. By leveraging the knowledge of all these best-in-class family members. And by letting innovation flow across every business line, across every experience, to every customer everywhere: ProMach Performance is what happens when people and processes work as one.*

## Featured ProMach Solution



Matrix manufactures packaging machines that are more rugged, versatile and easier to integrate with a wide range of feeding systems and peripheral equipment. Matrix Packaging Machinery is well known for their vertical form fill seal equipment.

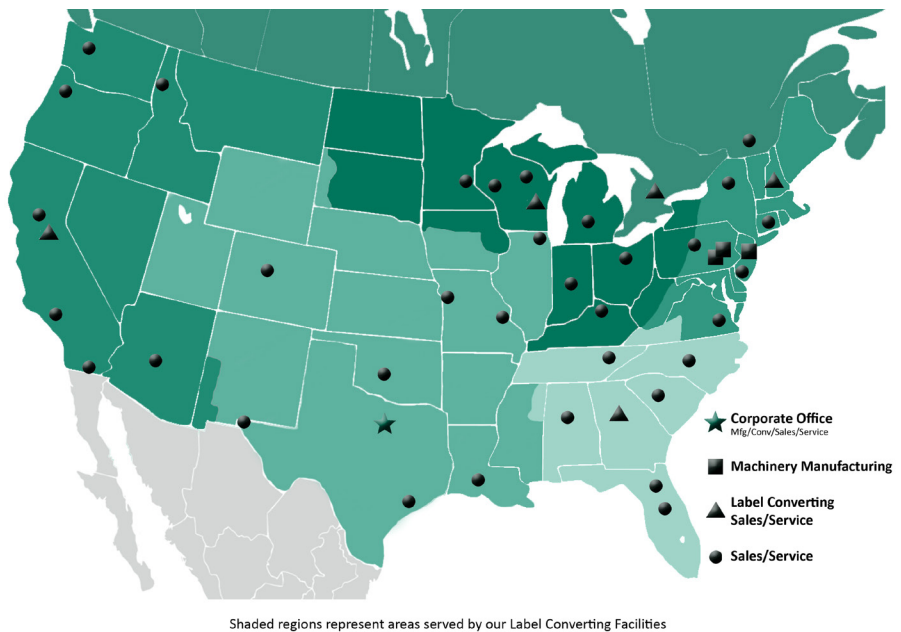
To find out more about Matrix and vertical bagging machine products or rotary bagging equipment, go [here](#).



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FLEXIBLES





### Complimentary Limited Lifetime Equipment Warranty

For customers using ID Technology labels with our labeling systems, we provide a lifetime equipment warranty free of charge. Just ask us for details!

## Nationwide Service and Support

We pride ourselves in providing responsive nationwide customer service and support from any of our 17 regional sales, service and stocking facilities.

ID Technology technicians are PMMI Certified Trainers to ensure the highest standards of quality training are being met and unparalleled value is being given to the customer.

Our field service personnel are factory trained to service and support our full range of labeling, coding and marking equipment.



In addition to the field service team, ID Technology employs factory trained bench service technicians to accommodate timely depot service.

ID Technology boasts six label converting plants across the US and Canada that produce top quality labels and tags with local support.



ID Technology is a single-source provider for equipment, technology and expertise. Our customers depend on us to design, build and install the most effective labeling, coding and marking systems for their companies. Years of specialized experience combined with industry leading products for quality, efficiency and productivity have earned us the trust of customers across a range of industries.

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