

**KEY FACTS**

**INDUSTRY:**

Food & Beverage:  
Frozen Specialty Foods/Prepared Foods

**PRODUCT SUBSTRATE:**

Brown Corrugate

**SOLUTION:**

ProSeries 768 Printhead  
Marksman Elite Controller

**APPLICATION SPECS:**

1 Shifts, 5 days per week  
1 production lines printing alpha numeric/  
barcode, conveyor up to 200 FPM

**MESSAGE CONTENT:**

Nutritional Label, Ingredient Label, Batch Code,  
Date Code and Barcode.

**KEY PRODUCT BENEFITS**

**ProSeries 768 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



**BACKGROUND**

The customer utilized a dual-coding system. A costly pre-printed label provides fixed product information and is hand applied offline by one or more production workers. In addition, the customer uses an outdated low-resolution inkjet coder to print variable date and time information, which may halt production if boxes are not labeled or if too many are labeled before a production run. The customer must maintain an entire room and inventory system for the pre-printed labels. The customer identified that they needed to reduce box coding costs, maintain or beat label coding quality and simplify existing carton coding process.

**FOXJET ADVANTAGE**

By installing a FoxJet Marksman Elite controller with a ProSeries 768 printhead the customer is able to reproduce the preprinted labels and mark the box with one pass of the printhead, saving labor and material costs. The customer saw a reduction in both labor and per box costs due to the new Foxjet system. The addition of a hand scanner allows the production line worker to change the message being printed by simply scanning a barcode, making the entire coding system simple to operate. The FoxJet system had a payback for the customer in just over 11 weeks!