



**NEWS RELEASE**

31<sup>st</sup> May 2011

## **ALLEN CODING CONTINUES TO BE THE *NATURAL CHOICE* FOR BOTANICAL PRODUCTS MANUFACTURER**

### **Inovia International purchases two further 53LTi coders for printing batch and best before codes to toiletries, cosmetics and personal care products**

Service and functional, easy to use machines that significantly reduce downtime are the key reasons why Inovia International recently chose Allen Coding Systems (tel: 01438 347 770; [www.allencoding.co.uk](http://www.allencoding.co.uk)) to supply and install two further 53LTi thermal transfer coders at its manufacturing facility in Cambridgeshire. The botanical ingredients manufacturer now has three of the high performance yet low cost machines printing best before and batch codes on to labels for toiletries, cosmetics and personal care products.

Paul Ager at Inovia International comments: "I had used Allen Coding equipment at a previous company and always been impressed by both the quality of its products and high levels of customer service. As a result, I was keen for us to standardise on their coders as soon as the need arose. We installed the first 53LTi thermal transfer unit some time ago now and it fitted easily onto our labelling machine as well as being simple to operate with excellent print quality."

He continues: "The results were so positive that as the business grew, we placed an order for two more coders, both of which have proved just as reliable as the first."

"The service provided by Allen Coding is what really makes it stand out from the competition though," Paul concludes. "Their service engineers can't do enough to help and in addition to overseeing installation, they were more than happy to spend time training staff. We are pleased with our decision to go with Allen Coding and the good relationship we have established with the team."

The 53LTi thermal transfer coder provides many of the advanced features of more expensive thermal transfer units, including 300 dpi print resolution; cassette ribbon loading; 600-metre ribbon capacity; 53mm x 30mm print area with print speeds up to 250mm per second; and a best of breed thermal print head.

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A robustly engineered machine, the 53LTi can be easily integrated with a wide range of packaging equipment such as vertical and horizontal form-fill-seal systems, primary labellers, thermo formers and overwrappers. The innovative two-component design offers a single connection point, minimising space requirements and further improving reliability.

The unit's versatility allows it to print a variety of fixed and variable data. It is ideal for marking labels and other packaging substrate with RSS barcodes; linear and composite barcodes; real time; sell-by dates; batch numbers; company logos; prices and source codes.

The 53LTi comes standard with an operator keypad and Windows-based full-featured label design software. It is backed by Allen Coding Systems' pan-European 24/7 customer service and support.

Inovia International manufactures customised botanical products for the toiletries, cosmetics and personal care markets. It provides a range of services including product sourcing, manufacture, brand support, marketing and packaging, and has a worldwide customer base ranging from large multinational companies to small craft cooperatives.

One of Europe's leading suppliers of thermal transfer, hot foil, ink jet and laser coding and marking equipment, Allen Coding is part of the ITW Coding & Marking Division which also comprises Betaprint, Norwood, Diagraph, Trident and AC Codiergate.

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