



## **LASER 'EVANGELISM' SWEEPS SCOTLAND AS ALLEN CODING TAKES TO THE ROAD WITH THE NEW iCON LASER CODER**

Regional Sales Manager and laser specialist for Allen Coding Systems (tel: 01438 347770; [www.allencoding.co.uk](http://www.allencoding.co.uk)) in Scotland, Scott Wilson is so passionate about the new iCON™ laser coder, that he's taken to the road to dispel any myths about laser technology that might still be stuck in people's minds.

Travelling throughout the whole of Scotland, Scott insists that the road show is not a sales drive, but more the chance to "plant seeds for the future and to encourage 'laser evangelists'!"

He explains: "Many people are under the misapprehension that laser technology is expensive, that the machines are huge and unwieldy and difficult to programme, and that safety is a major issue.

"In reality, the recently launched iCON™ system has been designed specifically for small character coding applications in packaged goods and industrial products, and offers users an affordable laser alternative to inkjet. Plus it's clean, reliable and easy to use!" says Scott.

He continues: "When people witness a demonstration and hear the true facts and figures about laser technology, the vast majority of them fall in love with the machine. Hopefully this means that, in time, they will use it to phase out their use of inkjet."

Particularly ideal as a first introduction to laser technology, the iCON system is simple to operate, fast and competitively priced with ink jet printers. Specially designed for small character coding, iCON features an integrated colour touch screen and intuitive interface with context sensitive menus for ease of navigation.

iCON uses high performance optics, powerful hardware and advanced, low overhead software to enable its core laser to meet the high speeds of most production lines. Meanwhile, its compact design means it can be installed in locations where space is limited.

As no inks are required, the laser coder offers increased environmental benefits too. No unwanted ink deposits and no solvent emissions results in a cleaner production area and helps minimise overall carbon footprint.

Cont.../2

-2-

Delivering high quality printing, this advanced system is ideal for applications in the beverage, cosmetics, industrial and electronics industries. It is suitable for most substrates including labels, cartons, plastics, glass, wood and textiles.

One of the UK's leading manufacturers of thermal transfer, hot foil 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.

To book an appointment for a demonstration with Scott Wilson, call him on 07824 490505.

ENDS

Note to editors:

Allen Coding Systems has been designing and manufacturing high quality overprinting equipment for over 35 years. As one of UK's leading manufacturers of hot foil, laser, ink jet and thermal transfer coding systems, Allen supplies companies in a wide range of markets, including food, pharmaceutical, chemical, and cosmetics. Acquired by Chicago-based Illinois Tool Works Inc (ITW) in February 2006, the Allen brand continues to be recognised as one of the major players within the packaging industry.

Press enquiries: Emma Hulse, ELH Communications, Red Cottage, Dorney Wood Road, Burnham, Berks SL1 8PT. Tel: 01628 665593 Mob: 07801 869938 Email: [emmahulse@copperstream.co.uk](mailto:emmahulse@copperstream.co.uk).

For product information please contact Allen Coding Systems, Unit 9, Gateway 1000, Whittle Way, Arlington Business Park, Stevenage, Hertfordshire SG1 2FP Tel: 01438 347 770 Web [www.allencoding.co.uk](http://www.allencoding.co.uk)