



NEWS RELEASE

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ALLEN CODING REPORTS THREEFOLD INCREASE IN UK SALES

Leading European supplier of hot foil, thermal transfer, ink jet and laser coding & marking equipment set to have *one of its best years ever*

Following the implementation of a raft of sales initiatives combined with renewed focus on service, Allen Coding Systems (tel: 01438 347 770; www.allencoding.co.uk) – one of Europe's leading suppliers of hot foil, thermal transfer, ink jet and laser coding & marking equipment – is delighted to announce a threefold increase in like for like sales compared to the same period last year.

Steve Ryan, UK Sales & OEM Manager at Allen Coding says: "Sales of laser coders have been particularly buoyant with an increase of 400% on the 2010 figure. The low cost ICON laser unit in particular has been winning fans across the country due to its ease of use, complete absence of consumables and minimum maintenance requirements. We are currently forecasting a record year for laser sales at Allen Coding."

"In addition, the 53LTi thermal transfer coder goes from strength to strength with growth in all key markets especially the pharmaceutical industry due to its ability to print clear, concise 2D Datamatrix codes, its reliability and low cost of ownership.

Steve concludes: "The imminent launch of some exciting new products, including a technological first for the company, will allow us to penetrate previously untapped markets and provide customers with even more reliable coding solutions. In fact, 2011 look set to be one of our best years ever!"

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.

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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.

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.

Recognising that there was potential growth within the bottom end of the thermal transfer market, Allen Coding originally developed the 53LTi with food industry users of traditional hot foil coders in mind. The system offers the invaluable opportunity to upgrade to a more versatile system that easily prints vital fixed and variable text and graphics.

Allen Coding attributes the success of the 53LTi to the fact it 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.

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's pan-European 24/7 customer service and support.

Allen Coding is part of the ITW Coding & Marking Division which also comprises Betaprint, Norwood, Diagraph, Trident and AC Codiergeraete.

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