

## **ALLEN INTRODUCES ALL ELECTRIC LABELLING SYSTEM THAT USES LESS POWER THAN A HAIR DRYER**

### **Platinum E Series Saves On Energy & Costs**

Leading designer and manufacturer of high performance coding and marking equipment, Allen Coding Systems (tel: 01438 347 770 web [www.allencoding.co.uk](http://www.allencoding.co.uk)) has introduced Diagraph's Platinum E Series All Electric Labelling System, which uses 50% less energy than other pneumatic models.

Steve Ryan, UK Sales and OEM Manager at Allen Coding, says: "We are now able to supply an all-electric labelling system that offers all the performance and throughput features customers are used to, with the added financial and environmental benefits associated with using less energy."

As well as using less power than a hair dryer the Platinum E-Series does not use compressed air and is easy to move from one production line to another without the problem of air hoses getting in the way.

Steve continues: "Other benefits of the Platinum E-Series include its reliability. With a typical MTBF (mean time between failures) of 25 million cycles, there is significantly less maintenance and downtime than with alternative thermal transfer machines.

"Also, with fewer controls than comparable pneumatic systems, it is very easy to use, plus it is extremely flexible and is capable of various orientations to accommodate label application to the side, top, bottom or corner-wrap of substrate panels."

Features include a counter rotating blade fan that secures labels during application to avoid label skew on users' products. A wide label range - 1" to 6" wide, ½" to 13" long – ensures a good variety of potential applications, and a "No-Change" tamp pad allows operators to change label sizes without having to alter tamp pad or selection valves.

Operating at up to 16 inches per second with a standard 10" and 20" stroke lengths and offering a print resolution of between 200 and 600dpi, the Platinum E-Series, features a pivoting tamp pad as standard, which conforms to irregular surfaces.

Users have the added flexibility of being able to choose from Sato, Zebra, or Datamax print engines.

Harsh environment enclosures are also available as an option for dust and/or temperature control.

Customers with an existing pneumatic Platinum Series system may choose to have the equipment retrofitted to an all-electric version.

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 Codiergeraete.

ENDS

Note to editors:

Allen Coding Systems has been designing and manufacturing high quality overprinting equipment for over 30 years. As one of UK's leading coding technology manufacturers, supplying hot foil, laser, ink jet and thermal transfer coding systems, Allen provides solutions for 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.

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