



Intelligent design:
reducing costs, errors
and unscheduled downtime

Print & Apply Labeling machine

Videojet 9550 with Intelligent Motion™ technology



A revolution in print and apply labeling to deliver where conventional labelers fail

Over the past 20 years, the fundamental design of print and apply labelers has remained essentially unchanged. Despite repeated claims about improved uptime and reliability, these designs still often fail to meet the performance needs and increasing line speeds and operating efficiencies of today's packaging operations. It's time for a fresh look at labeling.



Intelligent design: It's all about what we've taken away.

The 9550's breakthrough design eliminates mechanical adjustments, wear parts and failure points that cause everyday operational problems. Using Intelligent Motion™ technology, the entire machine is automatically and precisely controlled. In addition, the 9550 applies the label directly onto the pack without the need for an applicator.

Uptime advantage

Intelligent Motion™ technology reduces the top 5 causes of downtime, improving end-of-line efficiencies. By eliminating more than 80% of wear parts, there is no need for constant ongoing maintenance.

Built-in productivity

Never miss a label regardless of line throughput and pack sizes with Direct Apply labeling up to 150ppm for typical 4"x6" labels. Automatic label and web tension detection and control reduces set-up time and labor.

Code Assurance

A single, intuitive and touchscreen interface makes it easy for users to check status and select jobs. An on-board label database, automatic bar code creation, intuitive job selection and powerful diagnostics all combine to help prevent coding errors and increase efficiencies.

Simple usability

Direct Apply labeling for common top or side applications require no applicator and no plant air, reducing the number of labels being incorrectly applied and mangled during application. A simple web path achieves label and ribbon changes in less than 60 seconds, and a small footprint with simple mounting helps keep production areas free from clutter.

Uptime advantage through Intelligent Motion™ technology

Remove end-of-line inefficiencies and costs in your labeling operations.

Breakthrough design requires the thorough identification of potential areas where problems may arise and robust yet elegant design changes to remove the causes. Intelligent Motion™ technology enables all of the design elements of the 9550 to be automatically controlled with precision, eliminating the parts and adjustments that can make most other labeling machines fail.

The 9550 reduces the 5 most common reasons for downtime:

- 1. Label jams**
- 2. Web jams**
- 3. Ribbon jams**
- 4. Mechanical failures**
- 5. Mechanical adjustments**

There are four key areas where Intelligent Motion™ technology is used to breakthrough the common pain points found in other labeling machines.

1. A direct drive controls label speed and position without clutches, rollers or adjustments
2. Electronic supply reel to automatically adjust and maintain tension irrespective of speed and label size from start to end of reel
3. Printhead pressure is automatically regulated to ensure optimum print quality and printhead life
4. Precise ribbon control to enable a clutch-less ribbon drive and ribbon save mode

Revolutionary
Direct Apply
labeling increases
performance with
on-demand label
application up
to 150 packs per
minute (typical
4"x6" label)

What is unique about the 9550 design?

By removing the parts that break on other machines, **Intelligent Motion™ technology** precisely and automatically controls the entire system – no slipping clutch, nip rollers or manual adjustments

Single, intuitive and error-proof CLARiTY interface delivers Code Assurance and built-in productivity tools

Collapsible mandrel for quick label changeovers

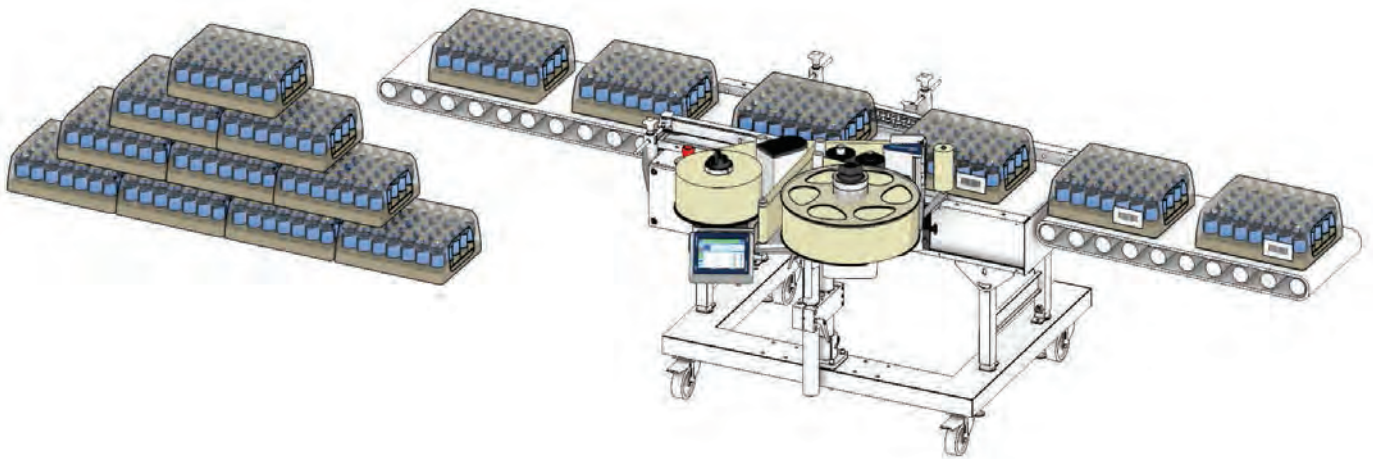
Simple web path enables label and ribbon change in less than 60 seconds

Print engine integrates proven thermal transfer overprint technology

Direct Apply virtually eliminates label jams for mainstream top or side applications – no applicator or plant air required to apply on-demand labels up to 150 packs per minute

Increase productivity on your line

**Never miss a label, regardless of line throughput and pack size
by labeling up to 150 typical 4"x6" case labels per minute.**

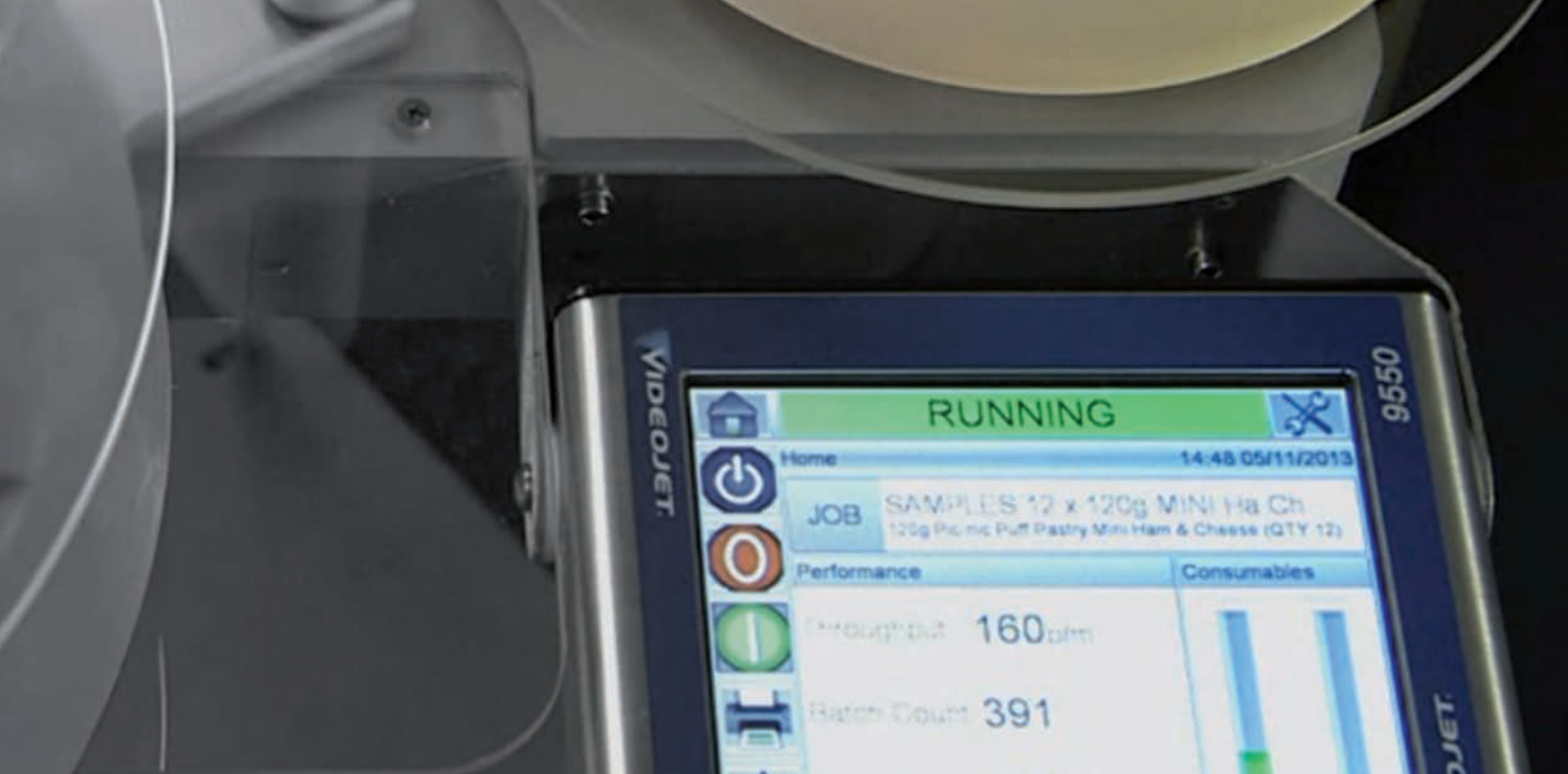


No need to split lines - the 9550 can direct print and apply labels at high throughput speeds

Overcome the challenges of build-back and increase throughput

Reduce scheduled downtime with automatic set-up

Reduce the need for spare systems and optimize maintenance labor with the most reliable print and apply labeler



Code Assurance as standard

A single, integrated and intuitive interface sets a new standard for print & apply labeling machines. A single interface removes the confusion and inefficiency of dual interfaces common for systems based on OEM print engines. Together with built-in Code Assurance functionality, the 9550 is designed to make operation simple, coding mistakes virtually impossible, and increased productivity achievable.

Benefit from:

- As few as three user touches to select a job from on-board label database
- Step-by-step guided entry that only allows the correct fields to be edited
- Automatic bar code creation by linking data from multiple text fields
- Data-entry screens limit operators to the choices defined during job set-up. Entering a date? Select from calendar showing permissible expiration dates
- Visual job selection with preview of final message for additional confidence that the correct job is loaded

Applying labels with incorrect bar codes or expiry date information can mean waste, rework and potential fines. Protect the integrity of your supply chain with the 9550.

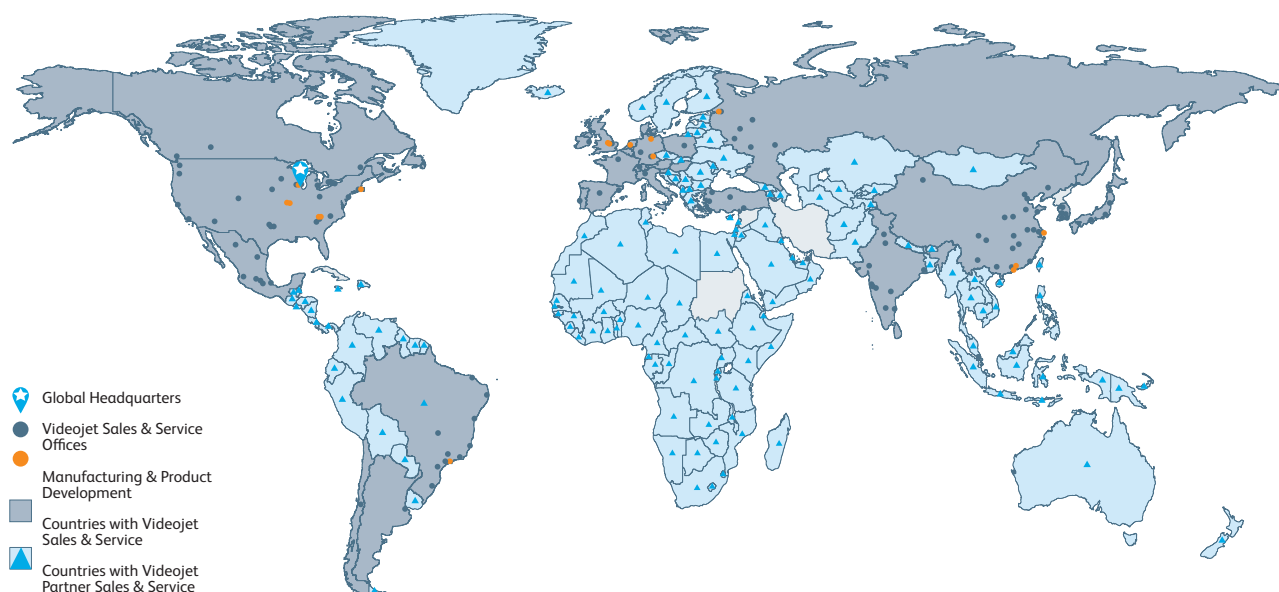


Peace of mind comes as standard

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product life cycle services.

Our goal is to partner with our customers in the consumer packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in Continuous Ink Jet (CIJ), Thermal Ink Jet (TIJ), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 325,000 printers installed worldwide.

Our customers rely on Videojet products to print on over ten billion products daily. Customer sales, application, service and training support is provided by direct operations with over 3,000 team members in 26 countries worldwide. In addition, Videojet's distribution network includes more than 400 distributors and OEMs, serving 135 countries.



& GEORGE R. DOUGLAS
ASSOCIATES, LLC *Since 1930*

3261 Commercial Parkway • Memphis, TN 38116
Tel: (901) 332.6735 • Toll Free: 1-866-804-5291
Fax: (901) 332.1834

E-mail: grdouglas@grdouglas.com
Visit: grdouglas.com

