

Prawn bun voucher in Munich?

Label applicator and “Piggyback printers” will label magazines to prevent confusion

A Bavarian having his draught in the beer garden, paging through a magazine will probably not have much use for a prawn bun voucher from Hamburg. Magazines with their regionally varying supplements must therefore be reliably delivered to their different target regions – a logistical masterpiece. Print service provider Prinovis uses Weber Marking Systems GmbH, Rheinbreitbach, equipment to label the magazines and thereby ensure the necessary clarity.

Prinovis GmbH & Co. KG print more than just magazines, they also include various supplements and product samples with their magazines. The company and its 500 staff produce almost 30 000 square km of print every year, turning this into over 700 million printed products. The magazines will receive regionally varying supplements at the Ahrensburg location before dispatch. Parcels containing on average about 50 individual copies will to this end be assembled and heat sealed in foil. This allows up to 36 000 magazines to be assembled into packages per hour.

One character per sales region

Before stacking the different parcels onto pallets, they must be reliably differentiated by marking them with the character code for their respective target region. The codes are to this end printed onto small white labels that are subsequently affixed to the packages. “We didn’t want to solve this task using a label printer with network connection and all the bells and whistles”, explained Christoph Rogalla, Prinovis Manager of finishing and logistics.

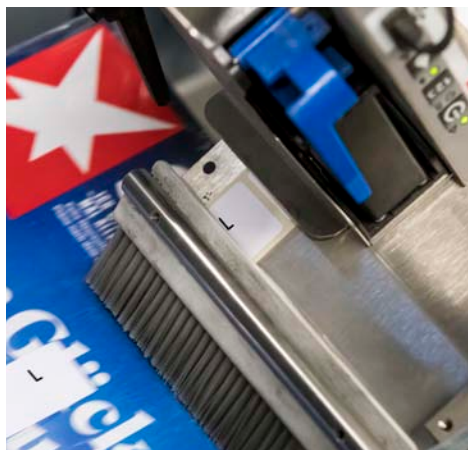
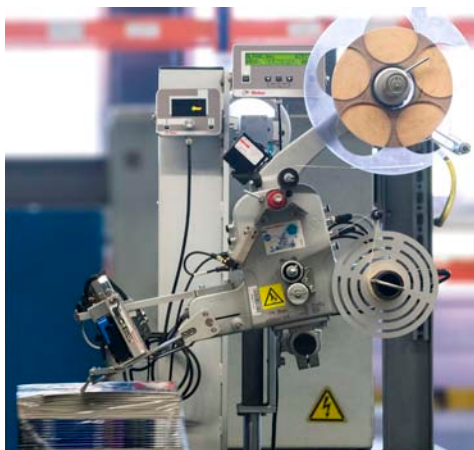
You would normally need a label print applicator to individually print labels. As opposed to pure label dispensers, devices such as this also contain a print module to print variable information onto individual labels using thermal

transfer methods. “To us, this appeared too elaborate, considering we needed to print just one character”, said Christoph Rogalla. The experts from Weber Marking Systems, the provider of marking systems in Rheinbreitbach, therefore proposed a label dispenser with a “piggy-backed” small printer. “We were immediately convinced of this idea”, remembers Christoph Rogalla.

Label applicator with “piggy-backed” printer

Type Alpha Compact label applicators with their “piggy-back printers” are by now fixed components in the Prinovis packaging lines. The tiny print heads of the Markoprint X1JET inkjet printer are located on the dispensing tongue of the applicator. The X1JETs will print the specific character onto the labels just before the dispensers wipe the 20 x 40 mm labels onto the newspaper stacks from above.

Markoprint printers will normally be controlled by a PC. Christoph Rogalla would, however, prefer a stand-alone controller that will not need a network connection and allow editing the printing data directly on the controller. This is because the printing data will change several times a day. The Weber Marking Systems specialists therefore added an own display to the printer for data input. The print formats could then be permanently stored here. When batches change, the operators therefore only need



Link to video



to enter the new character into the OLED display via a rotating wheel and the system is ready again. Self-explanatory pictograms take the operator through the menu.

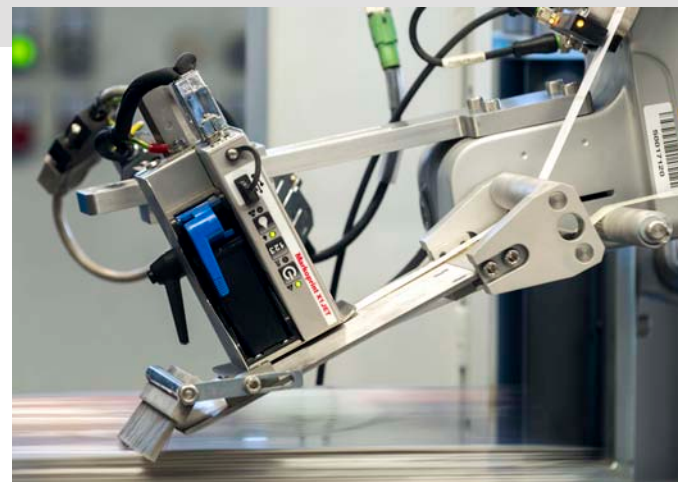
Funai inks with many advantages

Up to nine different texts may be saved on the X1JET in stand-alone operation to be called off at the touch of a key. Apart from text, logos, barcodes and QR codes can also be printed. Prinovis uses a printer cartridge by ink manufacturer Funai. Funai cartridges have the advantage that the distance between the printhead and the printed surface may be up to 30 mm. The print is also razor sharp with resolutions up to 600 dpi. The actual printhead is part of the ink cartridge. A brand new printhead will therefore ensure optimal print quality every time the ink cartridge is replaced.

Funai inks also offer open times of up to several days. Open time defines the time an ink cartridge may remain open, even without printing, without causing the ink to dry out or the jets to clog up. The cartridge has a clip to close it in the event of lengthy quiet periods.

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Christoph Rogalla, Manager of finishing and logistics



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