



## KEEP ON TRACK



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New ink solution for the challenges of PE cables  
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## WELCOME

As usual, this edition of Coder features several new developments. These include details of our newest ink and further enhancements to our market-leading Linx 8900 Series. We are also pleased to announce our latest initiative in our after sales programme with the introduction of the Linx AfterCare web pages – highlighting the importance we place on delivering the best ongoing service and support for our customers.

Enjoy the issue.

**Padraig Finn,**  
Head of Sales & Service UK

## LASER'S LEAPS

Some factory personnel still regard laser technology as somewhat complicated and involved and, for these reasons, do not always give it due consideration when looking for a suitable coding solution for their products.

This can be a lost opportunity because for precise and high quality permanent codes and graphics on a wide range of substrates, laser technology has a lot to offer – especially for high speed, high volume lines.

What's more, there have been huge developments in laser coders over the years and today's models offer easy installation, ease of set-up and use, and the flexibility to handle a wide variety of products and printing requirements.

Linx has been at the forefront of laser new product development for over 15 years and our portfolio of models provides a solution for nearly every type of application – including the Linx SL1 entry-level solution, one of the most compact and lightweight one-box laser coders available; the Linx Fibre laser range which can code onto an even wider range of materials including bare metal; and the top-of-the-range Linx SLHP (Scribing Laser High Performance)

that can produce superior quality codes at some of the fastest speeds on the market.

What's more, with laser technology continuing to evolve at a fast past and Linx committed to remaining at its forefront, the latest innovations and enhancements are never far away – so watch this space!



## NEW INK IS ALL WHITE

The Linx ink experts have come up with a solution to the challenge of coding onto polyethylene (PE) cables. The new Linx White cable ink 1320 offers excellent adhesion to all types of PE while providing effective standout on darker products.

Because PE comes in many varieties, initial treatment of the surface is required by methods such as heat, corona or plasma in order for inks to adhere to the material and avoid removal by rubbing or scratching. However, this requires an additional process on the production line which is often not appropriate or convenient.

Our unique ink formulation eliminates this requirement and is able to deliver a clear code that is difficult to remove and also

withstands transference during cable winding applications.

The Linx White cable ink 1320 can be used with the Linx 7900 Spectrum CIJ printer which features a 75 micron printhead. The Linx 7900 Spectrum is specifically designed for continual, reliable coding with pigmented inks. In addition the printer does not need mechanical stirrers or factory air, keeping cost and maintenance to a minimum.



## MAKING THE BEST EVEN BETTER

Linx's commitment to continual product improvement means we are always introducing enhancements across our model ranges.

Following the recently-announced extension of our 8900 series CIJ printer range, we have now introduced additional software features to further augment the user experience.

The new Production Schedule feature, available with the 8920 and 8940 models, will enable the printer to print a sequence of different messages automatically, and is particularly useful for traversing applications such as in dairy, or where a different message at different intervals is required on a continual line such as extrusions or cabling.

And the introduction of User Defined Date Formats in all 8900 series models will provide greater coding flexibility by enabling users to create their own customised date and time formats.

For further information or to arrange a demonstration to learn about all the benefits of the Linx 8900, get in touch with your Linx contact, or phone 01480 302661, email [uksales@linx.co.uk](mailto:uksales@linx.co.uk).

## YOU CAN COUNT ON LINX

With the Christmas production rush well and truly upon us, did you know that you can monitor your production rate with Linx 8900 series CIJ printers?

The Linx 8900 has a unique screensaver which is displayed when the touch-screen is not used for a set period. Input your expected production rate into the printer, and the screensaver will display a green 'on target' or red 'off target' screen together with the live rate of production.

You can also download printer activity reports from the printer onto a USB stick – useful for reviewing in production meetings for instance.

In addition, the Linx 8900 can also track downtime relating to the specific causes of line stoppages. For example, if a capper system blocks, then with a few simple screen touches on the printer you can log this as the reason for downtime along with the start and end times - plus you can tailor the list of events for your line. And again, information on all downtime events can be downloaded for later analysis.

Keep on track with your Christmas production – and throughout the rest of the year - with a printer that is more than just any printer.



## THREE-LINE SUCCESS

The reliability, flexibility and efficiency of two Linx 8900 CIJ printers installed at leading aerosol manufacturer and filler LMA Services has been a key factor in allowing the company to increase the number of hours it operates its production lines - from eight to 16 hours per day - giving it the opportunity to take on more business.

LMA was looking to replace its previous coding equipment with a reliable, high-quality and easy-to-operate coder. Two key requirements were the ability to print onto the bottom of aluminium and steel aerosol cans, and to produce up to three lines of code.

As well as meeting these criteria, the Linx 8900 offers a number of additional benefits, including its ease of set-up and operation, fast changeovers, and ability to print a variety of batch code formats.

The machines use the quick-drying, all-purpose Linx 1240 ink, which is ideal for fast lines and resistant to removal by chemicals.



"The Linx printers are cleaner and more intuitive, and the excellent quality and consistency of the code makes a better impression on our customers. Thanks to all the benefits of the Linx 8900, we can run our lines for longer and take on new business, confident in the knowledge that the printers won't let us down. Throughout the installation process, the service from Linx was first rate."

Craig Hodgson, General Manager, LMA Services.

## A LINX IS FOR LIFE...

You are only as good as your last code. That's why at Linx, aftersales service is a major part of our offering to ensure your Linx printers continue to deliver their best - day in, day out.

To that end, we have created a special section on our website dedicated to our support services. The Linx AfterCare pages provide full details of the extensive support network we offer, together with useful tips and advice, all of which are designed to help you get the best performance out of your coders, so you can maximise uptime and throughput on your lines.

Visit [www.linx.co.uk/Aftercare](http://www.linx.co.uk/Aftercare) to find out more.



## CODES OF PRACTICE

Linx has welcomed new members to its UK sales team with the appointment of two Area Sales Managers - Adele Cartledge who will look after the North East of England, and Adam Wilcox who takes over in the South West region.

Adele has extensive experience of the coding and marking market, having previously worked for Weber Packaging Solutions and Videojet as Sales Manager and Senior Sales Engineer respectively. Adam joins Linx from a food packaging background, specifically in the meat and poultry sectors.



Adele Cartledge



Adam Wilcox

## FOCUS ON SMALLER BUSINESSES

Linx is further expanding its sales team with the appointments of Paul Leyton and Christian Till as Business Development Executives.

In their new roles, which have been freshly-created by the company, Paul and Christian will focus on helping smaller companies identify the best coding solutions for their operations

Paul, who will be responsible for the south of the UK, is a familiar face, having previously worked in the telesales team at Linx. Christian, who will cover the north region, has a varied business development background, most recently as a Field Sales Executive selling energy management solutions.



Paul Leyton



Christian Till

### Service

For technical assistance or to book a service visit, call our Helpdesk on 01480 302600 or email us at [ukservice@linx.co.uk](mailto:ukservice@linx.co.uk).

The Helpdesk is open 7.00am to 5.30pm Mondays to Thursdays, and 7.00am to 5.00pm Fridays.

## IN THE SADDLE AND IN THE MONEY!

Congratulations to the hardy team of Linx cyclists who, as reported in the last issue of Coder, undertook a 260 mile ride from Linx's UK headquarters in St Ives to the company's French office in Evry in support of the East Anglian Air Ambulance.

The riders - Chris Dove, Jason Rothwell, John Tierney, Malgorzata Gorecka-Kozubal, Padraig Finn, Paul Gregory, Slawomir Kozubal, Tom Waughman, Wayne Gimblett and Mark Spedding, with Luke Fairhead in the support vehicle - set off from Linx at 9am on Friday 27th May, eventually arriving at Linx Évry, on the outskirts of Paris, on the following Monday afternoon.

To mark its support, the company was presented with a framed photo by the East Anglian Air Ambulance at a special Linx family fun day held a few days later. The riders also received medals from Nigel Hood, Managing Director of Linx.

"It was a truly fantastic effort from everyone involved," said organiser Chris Dove. "We'll always have our medals to remind us of this brilliant achievement for a great cause, and needless to say,

they are Linx laser engraved! And we are already thinking about another route for next year."

Together with a range of other fund raising activities at the company, which included a bake sale, BBQ and quiz night, Linx is close to reaching the target of £10,000 for East Anglian Air Ambulance.



The team reaches Paris

## CHRISTMAS IS COMING...

With shops filling up with festive goods, it is time to plan ahead for your Christmas production schedule.

If you intend to operate over the holiday period, make sure any consumables are ordered in good time – and it is a good idea to check whether your printer needs a service. Please order by Tuesday 20th December to ensure your fluids arrive before the shutdown period.

For those of you enjoying a well-deserved break, your Linx printers have been designed to allow an efficient start-up and first time quality prints after an extended shut down – so do follow the correct procedures to ensure you gain the most benefit from this.

A reduced Customer Service team will be available over the Christmas period and the opening times are detailed below.

### Seasonal Opening Times

<b>Service Support</b>	Friday 23rd December	7:00am – 12:00pm
	Saturday 24th to Tuesday 27th December	Closed
	Wednesday 28th to Friday 30th December	8:00am – 4:00pm
	Saturday 31st December to Monday 2nd January	Closed

Should you require support during these times, please email [UKService@Linx.co.uk](mailto:UKService@Linx.co.uk) or call 01480 302600.

<b>Fluids Orders</b>	Last date to order for delivery before Christmas	Tuesday 20th December
	Friday 23rd to Tuesday 27th December	Closed
	Wednesday 28th to Thursday 29th December	Limited Service
	Friday 30th December to Monday 2nd January	Closed

Email orders@Linxglobal.com or call 01480 302128.

### Sales

For sales enquiries for new equipment and accessories, call 01480 302661.

To order fluids, consumables and spare parts, call 01480 302128, or email us at [orders@linxglobal.com](mailto:orders@linxglobal.com)

Lines are open 8:30am to 5:00pm Mondays to Fridays.



For further information, visit [www.linx.co.uk](http://www.linx.co.uk).

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