



## Linx 10 flexibility proves a winner for contract manufacturer

Creative Cosmetics, based in Ipswich, UK, has been particularly impressed with the coder's outstanding flexibility, manoeuvrability and ease of use.



Cosmetics contract manufacturer, Creative Cosmetics has installed two Linx 10 printers for coding onto a wide range of cosmetics products.

### Situation

Creative Cosmetics is one of the UK's leading contract manufacturers incorporating design, production, filling and assembly of cosmetic and skin care products for many large High Street stores, specialist retailers, mail order companies, and party plan organisations.

Creative Cosmetics is already a long-

standing user of Continuous Ink Jet (CIJ) coders across five different production lines. However these could be difficult for operators to move easily between lines. As a result, when the printers were not available, operators had to hand-apply labels – a labour-intensive activity that added unnecessary costs to the operation.

### Solution

By comparison, the Linx 10 printer is totally portable and can be easily moved to where it is required. For Creative Cosmetics the printer and printhead bracket are fixed to a movable cabinet, which can be wheeled between lines or repositioned on a line.

At Creative Cosmetics, the Linx 10 is printing in all orientations on different product types and surfaces including acrylic, Polyethylene terephthalate (PET), metallised glass and untreated glass. Typical code requirements are one or two lines.

The company says its two Linx 10s are better able to meet its needs in a short-run, production environment in which frequent changeovers are required.

The purchase of the two Linx 10 coders followed a trial of the new machine at the company's factory.

"The Linx 10 is half the size of our other printers, meaning I can position it exactly where I want" explains Factory Manager Gregory Webb.



KEY FACTS

Country

United Kingdom

Industry

Cosmetics

Materials coded

Acrylic, PET, glass containers

Coding orientations

All

Replacing

CIJ and labels



“By the end of the trial period, our operators were reluctant to hand back the printer to Linx as they loved it so much”.

Alan Major, Managing Director, Creative Cosmetics

“For me, the major advantages of the Linx 10 are its flexibility and mobility.”

Gregory Webb, Factory Manager, Creative Cosmetics



## About the Linx 10

The Linx 10 is designed to meet the specific needs of small to medium-sized producers: simple to use, self-servicing and easily moved from one line to another. It's an inkjet printer capable of coding different products on the same line without taking up valuable production space.

Setting up codes is easy with the colour touchscreen: icons allow quick message selection, and real product images can be used to select each job. Move it easily from one line to another and code different products on the same line.

The integrated line speed sensor ensures products are coded at the right time in the right place, even if the line speed varies; plus it eliminates the need for a separate sensor attached to the line.

The Linx 10 is the smallest inkjet printer in its class, simple to use, delivering quality codes, and built to last.

KEY PRODUCT BENEFITS

Linx 10

- Compact and portable - weighs only 11kg
- Simple - easy to use colour touch screen; image-based code selection; self-service; sealed cartridge refills
- Quality – robust, stainless steel design; IP55 rating; automatic printhead cleaning for consistent quality coding.

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