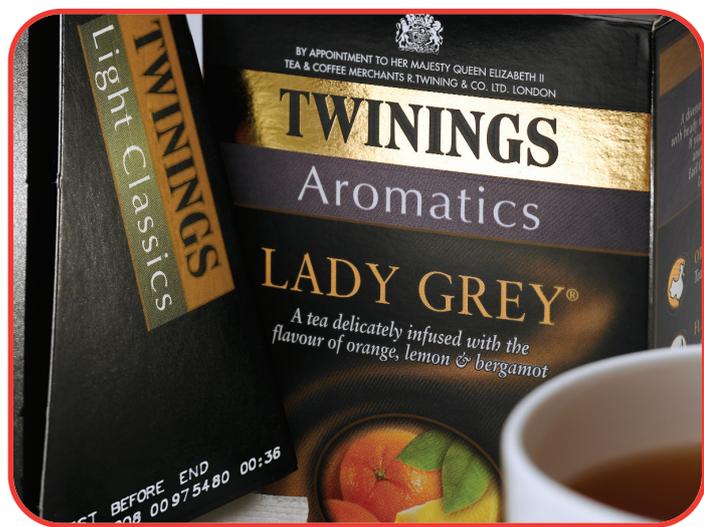


# Premium Tea Cartons benefit from Linx Laser Precision



The excellent working relationship between Linx Printing Technologies Ltd and R Twining and Company Limited, one of the country's leading producers of fine quality teas, has been underlined by the installation of a Linx 300SL to provide legible code onto black cardboard cartons.

"Reliability and precision were paramount, and Twinings recognised that the Linx 300SL could provide the necessary quality", explains Dave Sibbald, Planning Engineer at Twinings.

The Twinings Premier Range has recently been relaunched in distinctive dark packaging and Twinings realised that the existing method of using a Continuous Ink Jet (CIJ) printer to code onto the packaging was unsuitable. Laser coding provided the ideal solution because it etches the black surface of the carton to create a clear, high quality scribed but discreet code.

"We had a mask laser on-site but it lacked efficiency, with the need to change masks regularly affecting productivity. In contrast, the scribing laser system of the Linx 300SL delivers a precise code simply and conveniently," explains Dave Sibbald of Twinings.

At Twinings, the coder applies a two-line code comprising Best Before date and a traceability code giving details of the time and batch of a manufacture. At its maximum capacity, the line produces 90 boxes-per-minute.

The Linx 300SL joins 22 Linx Continuous Ink Jet (CIJ) printers and four Xymark dot matrix lasers from Linx already in use at Twinings' blending and packaging facility in Andover.

Ease of use is key to Twinings' preference for the Linx 300SL. "The intuitive user interface makes job set-up and operation quick and easy, and the laser produces a superior, clear finish without creating any mess."

Linx's reliability is also an advantage. "Twinings has used Linx coding equipment for the past eighteen years and we've found them to have first class service and engineering," concludes Dave Sibbald. "The addition of the Linx 300SL confirms the high standard of Linx's coders."



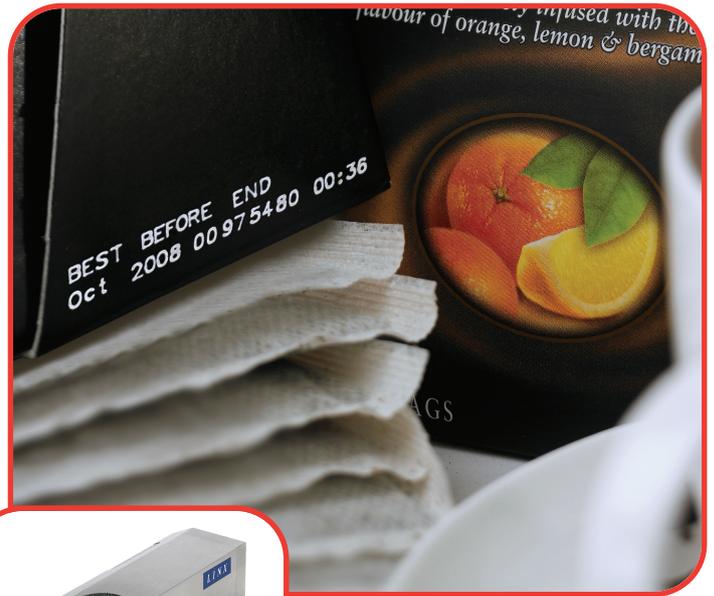
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## About the Linx 300SL

The Linx 300SL, a mid-powered system, is more compact and light weight than other industrial laser coders in its class and delivers greater print performance. Based on state-of-the-art steered-beam laser technology, the Linx 300SL is suitable for a wide range of coding and marking applications on medium-speed production lines.

Other benefits of the Linx 300SL include its full alphanumeric, graphics and barcode printing capability - ideal for a wide range of coding and marking tasks, not just simple date and batch coding. The coder also has a convenient product pitch/print calculator and instantaneous line speed monitoring to allow easy set-up on the production line and high quality on-the-fly coding at varying line speeds. Superior safety features include advanced temperature monitoring electronics and an automatic safety shutter (compared to manual devices offered by other systems).

Capabilities of the Linx 300SL have been expanded further with the introduction of a small (0.15mm) spot size option, providing extra small characters and intricate graphics without the loss of quality or definition. Due to its fine marking capability, the small spot size option is ideal in applications requiring small discreet codes, fine graphics, or intricate characters such as Chinese or other oriental scripts. Examples of applications include printing on electronic components, pharmaceutical and cosmetic products and any product where space for variable information is at a premium.



**The Linx 300SL makes laser technology more accessible to a broader range of manufacturing companies in the food, beverage, personal care, confectionery, tobacco and pharmaceutical/healthcare sectors. The laser coder can operate at speeds of 200 metres/min for a 1-line 10 character message on printed card.**

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