



## KNOWLEDGE IS POWER



Remote monitoring of your Linx printers  
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## 10/10 FOR CODE QUALITY



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## WORTH A NIBBLE



How effective coding can support opportunities in confectionery and snacks  
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## WELCOME

One of the key strengths of Linx is the wide variety of end markets for which we can offer effective coding and marking solutions.

This is very evident in this issue with two diverse case studies and news of our latest White Papers offering help and advice to manufacturers in two very different markets.

As we welcome our new Managing Director Jose Gomez, we can look forward to further new product development under his leadership. As well as learning about these products, such as our just-launched Printernet, through the pages of Coder, you will also be able to find a vast array of Linx information at any time on our newly updated website.

I hope you enjoy the issue.

**Matt Eastham**  
Head of UK Sales

## PEACE OF MIND – WHEREVER YOU ARE

Linx has launched a new service that allows you to keep tabs on your coding and marking operation wherever you may be.

Linx Printernet enables users to see the real-time status of their Linx printers, anytime, anywhere, via a smartphone or laptop, and remotely control them. You can therefore monitor the performance of the line and the status of each job, as well as receiving alerts for fluid changes or servicing.

The Linx technical team can also monitor the printers, ensuring a fast response to any issues in order to keep them running smoothly.

The result is optimal daily planning, faster reaction times and maximised coding uptime – helping to enhance the efficiency of your coding operation and giving you the peace of mind that allows you to focus your time on other areas.

You can find out more about Printernet by visiting our web page [www.linx.co.uk/printernet](http://www.linx.co.uk/printernet), or call 01480 302661 or email [uksales@linx.co.uk](mailto:uksales@linx.co.uk).



## THE DRIVE TO CODING EXCELLENCE

The automotive world will probably look very different in a few years' time, as electric cars replace diesel and petrol, and car sharing replaces car ownership.



One thing that is unlikely to change, however, is the problem of counterfeiting of spare parts.

So it's good to know that coding and marking suppliers continue to work on enhancing solutions to counter the counterfeiters – everything from new compact laser coders to advanced formulations for CIJ inks.

The right coding solution can also do a lot more to support the automotive sector. It can play an important role in improving productivity and efficiency on the production line; a reliable printer avoids expensive downtime; and a well-produced code can help to reflect the overall quality and reputation of a product or brand.

Our Automotive White Paper explains all this in more detail. Download it at [www.linx.co.uk/automotive](http://www.linx.co.uk/automotive).



## A SITE TO BEHOLD!

Linx has a new website, designed with our customers in mind.

The contemporary layout is more user-friendly, enabling visitors to find exactly what they are looking for quickly and easily. The website is also completely mobile and tablet responsive, ideal for those on the road, away from their desks or in the factory.

And in case you don't have the website address to hand, the site is search engine optimised so that it can be found more easily on Google.

Check out the new Linx website at [www.linx.co.uk](http://www.linx.co.uk).



# IT'S A 10 FOR RELIABILITY AND FLEXIBILITY

Consistent and durable codes, and simple maintenance and operation are the key benefits of a Linx 10 printer installed at Emissco, one of the UK's leading manufacturers of emission products.

The company says the machine is delivering reliability and flexibility, printing batch numbers, product numbers, and expiry dates onto aerosol cans.

The Linx 10's unique MEK-free fluid, which comes in simple mess-free refill cartridges, offers excellent adhesion and fast drying times. This ensures that the two lines of code, which Emissco prints onto the bottom of the metal cans, endure through the production process and remain intact during end-customer use.

Line speed is 45 cans per minute, but the Linx 10 has also been able to cope with 60 cans per minute when necessary with no trouble at all.



"Our Linx 10 is a handy piece of kit that does exactly what it says on the tin. Besides the fact that it's never broken down, what makes the printer perfect for us is its magic balance between producing hard-wearing codes, and making initial setup both uncomplicated and quick to correct if necessary."

Jill Burke, Aerosol Plant Manager, Emissco

## QUALITY, PERFORMANCE AND VALUE

The Linx 10 is proving the ideal solution for a recently-established contract liquid manufacturer, blender and labeller.

Mano Pack has praised the printer's ability to produce consistently high quality, reliable codes and its competitive pricing.

The Linx 10 is printing onto HDPE, PE and PET bottles. A major benefit of the printer is its integrated line speed sensor. This assesses the speed of the conveyor and adjusts the speed of delivery of the code to match, ensuring that each code is printed in the right place.

Fast and easy message setup is carried out via a colour touch screen that includes image-based code selection to reduce coding errors and speed up product changeovers. The Linx 10's compact dimensions are a further advantage for Mano Pack, where space is limited.



"When I found out the price of the Linx 10, it was a done deal. It's a nice package, with no compromises, and flexible enough to cater for all my coding needs, delivering the high standard of code that meets my customers' expectations."

Ben Martin, Owner, Mano Pack



## HOW TO DELIVER SWEET SUCCESS

Sweets and snacks are big business in the UK. Even the current concerns about the nation's diet can provide opportunities, as the growth in popularity of healthy snacks can testify. Many of us still like to indulge in a sweet treat as well, and artisan varieties with more exotic textures and flavours are finding favour alongside traditional products.

Not surprisingly, there's a lot of competition in these markets, and winning and retaining consumer loyalty is a never-ending process. This underlines the need for reliability and efficiency throughout the production and packing line. Quality of pack and presentation is essential too, as this helps to reflect the quality of the product.

The printing of batch codes, use by dates and other information may only be a small part of this operation but it can still make a useful contribution in helping confectionery and snacks manufacturers to maximise their opportunities. Find out how in our White Paper 'The Role of Coding and Marking in Confectionery and Snacks', downloadable at [www.linx.co.uk/confectionery](http://www.linx.co.uk/confectionery).

## LINX WELCOMES NEW MD

Linx has appointed Jose Gomez as Managing Director to lead the company on its next stage of growth following the retirement of Nigel Hood after five years at the helm.

Jose has spent the past 17 years with fellow Danaher business Videojet, where he held a variety of leadership roles, most recently as Vice-President and General Manager of Videojet Latin America.

He comments: "I am thrilled to join a great team at Linx and partner with them to continue delivering innovative coding and marking solutions to our customers."



"With Jose's track record of building and developing highly effective teams, I am very confident that he will continue the strong leadership that drives Linx's success," says Joakim Weidemanis, Danaher's Executive Vice President, Production Identification and Water Quality Platforms.

"I congratulate Nigel on his retirement. I thank him for his long service and accomplishments throughout his career, in particular his contribution at Linx where he has led the team through outstanding growth in 2016 and 2017."

## LINX BUILDS SALES AND SERVICE TEAMS

We are pleased to welcome Steve Walker who has joined Linx as our new Service Manager.

Having previously worked as Service Development Manager at Electrolux, and before that as Area Service Manager at Bosch, Steve has significant experience of managing large field service teams. Outside work, he is a keen footballer and fully qualified referee, and also enjoys the odd game of golf.

Mark Cooper, Commercial Director Aftersales and Direct Business, comments: "On behalf of Linx I wish to welcome Steve. His previous experience means he is excellently positioned to continue the improvement of our customer experience, and the development of our Field Service team to fully meet our customer needs."

Dean Watkins, who has been Service Manager for the last five years, has been promoted to the role of Commercialisation Manager IoT. In this role Dean will be responsible for the implementation of Printernet, a key strategic initiative for Linx. You can read more about Printernet in this edition of Coder.

In addition, Daniel Fisher has joined the Field Service team following Pete Gwatkin's retirement after nearly 21 years' service. Daniel, who previously worked at Nationwide Franking Sense as a Field Service Engineer, will be supporting customers in the North-West.

We have also further strengthened our Applications team with the addition of Ryan Smith, Applications Engineer, who will be working closely with our Sales team in designing and building CIJ and Laser installations.

Finally, Dave Whittington has joined the Linx Sales Team as Business Development Executive for the North of England. Dave has extensive experience in the coding and marking industry, so is a great fit with the team.



Steve Walker



Daniel Fisher



Ryan Smith



Dave Whittington

### 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.

### 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.

## LINX'S £10,000 CHARITY BOOST

Linx associates took part in a wide range of fundraising activities throughout 2017 that saw them raise £10,000 for the company's nominated charity for the year, Alzheimer's Research UK.

Alongside a variety of work-based events including car washes, bake sales and raffles, a major highlight was Chariots of Fire, one of Cambridgeshire's largest annual charity events. Thirty three Linx colleagues entered the race, inspired by the film of the same name, where teams of six run a 1.6 mile course in relay format.

Since it started in 1992, Chariots of Fire has raised over £1 million for local and regional charities, with an estimated 6,245 teams and 37,470 runners having taken part.



## LOCAL SUPPORT

There is a particularly local focus to the Linx fundraising programme for its 2018 nominated charity, Age UK.

Age UK is the nation's largest charity working with older people, and volunteers from Linx will be giving their support to help out at branches of the organisation in Cambridgeshire.

In addition, there will be a number of sponsored activities, and the 'big event' for this year will be the thirteen colleagues taking part in Tough Mudder, the race across a mud-based obstacle course. Tough Mudder takes place on 20th May at Belvoir Castle, Grantham.



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

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