



**SOLUTIONS GUIDE**  
Marking and Coding  
for the Fast-Moving  
Consumer Goods Industry



# Reliable marking and coding systems for high-performance production lines and the people who operate them.

## **A premier innovator in marking and coding**

Matthews solutions for product identification, branding and traceability are designed to help our customers increase productivity, reduce waste and improve overall efficiency.

## **Robust and reliable systems of unmatched quality**

Matthews offers a full suite of solutions for packaging applications including high-resolution inkjet, laser, and drop-on-demand valve jet printers, high performance Inks, and integrated solutions for marking and coding automation.

## **Service and support to ensure smooth operation**

With over 160 years of marking and coding experience, Matthews understands the needs of your business. Our trained sales, technical specialists and field technicians ensure reliable performance from installation throughout the life of the equipment.

# INDUSTRIES SERVED

## Beverage

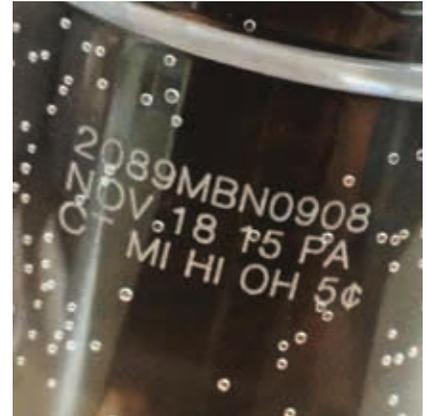
The beverage industry demands reliable, high-speed marking and coding systems. From bottles, cans, glass, plastic or aluminum to tray packs and shipping cases, Matthews has a solution waiting for you. Our high-speed lasers and our inkjet printers, paired with fast-drying inks, are ideal for the demands that the beverage industry requires.

### Typical Marking

- + 2D Codes
- + Barcodes
- + Best Before Dates
- + Bottled On Dates
- + Born On Dates
- + Lot Codes

### Product Solution

- + MPERIA®
- + Laser
- + VIAjet™ L-Series
- + VIAjet™ T-Series
- + VIAjet™ V-Series



## Food

Consumer safety and traceability is critical for food manufacturers selecting a marking and coding solution. Matthews has the printing technology and software that meet the demands retailers have when it comes to accurate and readable codes. Achieve operational efficiency with reliable technology, expertise and service.

### Typical Marking

- + Barcodes
- + Product Information
- + Ingredient List
- + Nutritional Information
- + Lot Codes
- + Expiration Dates

### Product Solution

- + MPERIA®
- + Laser
- + VIAjet™ L-Series
- + VIAjet™ T-Series
- + VIAjet™ V-Series



## Personal and Household Goods

Personal care and household products have a wide variety of packaging materials, sizes and colors. Personal care and household brands are also constantly innovating their packaging and managing multiple SKUs. Handle message creation and multiple SKUs while seamlessly integrating with your ERP systems, all from a single controller, MPERIA®. Matthews has the printing technology, inks and software to handle the demands of this innovative industry.

### Typical Marking

- + 2D Codes
- + Barcodes
- + Expiration Dates
- + Lot Codes
- + Product Information

### Product Solution

- + MPERIA®
- + Laser
- + VIAjet™ L-Series
- + VIAjet™ T-Series
- + VIAjet™ V-Series



# INDUSTRIES SERVED



## Pharmaceutical

Traceability is a major requirement driving marking and coding needs for the medical and pharmaceutical community. Manufacturers need the ability to quickly and accurately identify all products in the supply chain. Without legible barcodes and human readable production dates and lot codes, simplify the management and lower the cost of product recalls. Matthews can help maintain compliance and traceability with its variety of marking and coding products.

### Typical Marking

- + 2D Codes
- + Barcodes
- + Expiration Dates
- + Lot Codes
- + Product Information
- + UDI

### Product Solution

- + MPERIA®
- + Laser
- + VIAjet™ L-Series



## Case Coding

Case coding with high-resolution inkjet printers eliminates the need for pre-printed boxes and labels, helping to reduce inventory, scrap and the need for costly labels. With our superior case coding technology, you can print high-quality, accurate real-time alphanumeric codes, barcodes and graphics. With our unique "stitching" capabilities, print sizes and graphics are virtually limited only by the size of your carton.

### Typical Marking

- + Barcodes
- + Expiration Dates
- + Logos
- + Lot Codes
- + Graphics
- + Product Information

### Product Solution

- + MPERIA®
- + VIAjet™ L-Series
- + VIAjet™ T-Series
- + VIAjet™ V-Series



## MPERIA®

### Marking and Coding Automation

The MPERIA® marking and coding automation platform centralizes control of your primary, secondary, and tertiary marking, adapting seamlessly to your environment. MPERIA is the only universal controller on the market that can integrate with third-party equipment, such as printers, vision systems and scales, without the requirement of middleware. Our superior software improves the efficiency of your print operations, reducing downtime and cost, and increasing packaging line productivity. As you grow your business, MPERIA grows with you—whether you are adding equipment to your production line, customizing your messaging or expanding to multiple plant locations, MPERIA's unparalleled performance keeps up with your needs.



## VIAjet™ T-Series

### High-Resolution Piezo Inkjet

The VIAjet™ T-Series high resolution piezo inkjet printers provide exceptional print resolution and versatility along with unparalleled levels of readability. The T-Series printhead self-cleans and recirculates ink used, resulting in zero wasted ink. A cost-effective alternative to adhesive labels and pre-printed corrugated boxes, print directly on your cartons at a fraction of the cost of adhesive labels, up to 10 times less. Specially designed inks provide bold, crisp edges with minimum bleed—ideal for precise barcodes and graphics. With image heights up to 4" (102mm) per printhead, and unlimited stitching possibilities, large logos and several lines of text are possible from one printhead or groups of printheads. Branding on demand is quick and efficient and allows you to reduce inventory costs and space.



## VIAjet™ L-Series

### High-Resolution Thermal Inkjet

The VIAjet™ L-Series is a high-resolution thermal inkjet printer that prints variable data or simple text and graphics at high speeds up to 1600 feet (488 meters) per minute; nearly twice as fast as other thermal inkjet printers. The ink system is cartridge-based, eliminating the need for maintenance and repairs virtually eliminating cleaning and printhead repairs. For application using heavy ink volumes, the VIAjet™ Bulk Ink system can reduce your cost per mark and extend the time reduce time spend stopping the link to replace cartridges. The advanced nozzle design reduces ink consumption, making the L-Series a cost-effective alternative to labels and thermal transfer printing.



## VIAjet™ V-Series

### Drop-on-Demand (DOD) Inkjet

The VIAjet™ V-Series is the ideal inkjet marking and coding solution for challenging industrial environments as well as packaging applications. Matthews' DOD printheads are the fastest in the industry, marking over 244 meters/min (800 fpm) with the longest life—over 8 billion firings per head. V-Series features Matthews' DOD valve jet inkjet technology that marks on porous and non-porous substrates including metal, paper and pulp, wood, concrete, and plastic. The V-Series features large character print, ranging from 1/8" to 5" (3mm to 127mm), and an ability to stack print heads for large logos and graphics.



# PRODUCT SOLUTIONS

## **e-SolarMark and e-Mark**

### **CO2, Fiber and Diode**

Matthews offers a complete line of CO2, Fiber and Diode lasers, designed to fit a number of packaging applications, and flexible enough to mark in static or continuous mode on a variety of materials. With the longest focal distance in the industry, our lasers can be mounted away from the production line. Laser coding doesn't involve any inks or chemicals, making it a very clean, eco-friendly and cost-efficient method of marking your product.



## **Inks**

Our inks are specially developed for optimal performance, using only the finest raw materials, including dyes, pigments, resins, and solvents. Tell us your marking requirements—adhesion, substrate, drying time, ink color and printing method—and we'll recommend the best ink for your specific application. Your choice of inks is almost limitless.

# CUSTOM SOLUTIONS

At Matthews, we understand one size doesn't always fit all. We have a long track record of providing customized solutions for every challenge, big or small. As a true partner, we are skilled at building solutions tailored to your requirements, helping you increase productivity, reduce waste, and improve overall efficiency. Partner with Matthews and let us put our experience and technical know-how to work for you.