LINX

TOP TEN TIPS FOR FINDING YOUR IDEAL PERSONAL CARE CODER

1 RELIABILITY IS EVERYTHING

It's your reputation on the line when it comes to the consistency of your codes. Limit costly and unnecessary downtime by finding a solution that is dependable enough to deliver high quality codes every time.

2 KEEP IT SIMPLE

An over-complicated printer can make the entire coding process unnecessarily challenging. Look for a printer with an intuitive interface that is easy to use during quick changeovers.
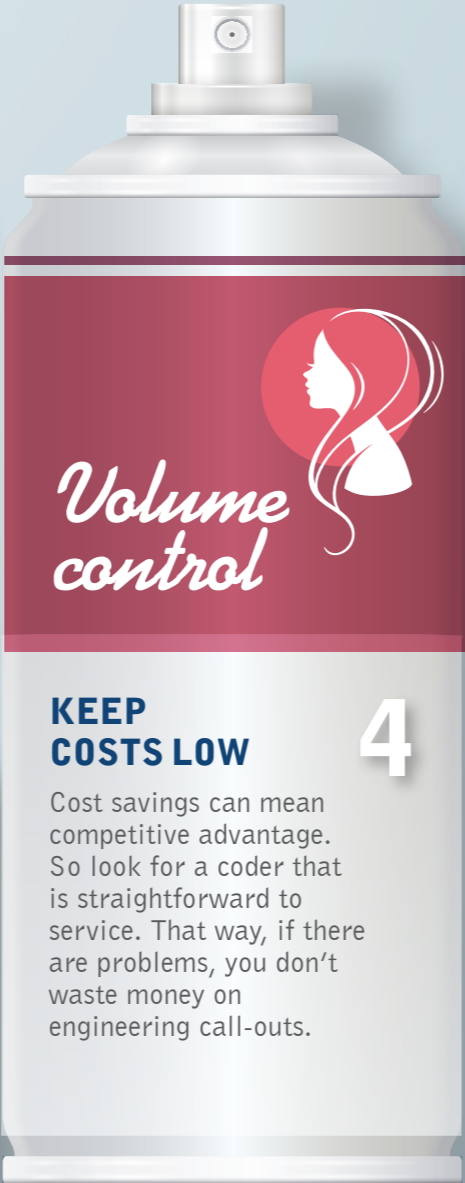
3 ALL PACKED UP AND READY TO GO

Recyclable plastics have been added to the growing list of personal care substrates. Having an adaptable coder that can print clearly onto all these materials will save time on your production line and keep down long-term costs.

4 KEEP COSTS LOW

Volume control

Cost savings can mean competitive advantage. So look for a coder that is straightforward to service. That way, if there are problems, you don't waste money on engineering call-outs.

5 PERFECTION FROM EVERY ANGLE

Personal care products need to look great to appeal to consumers. Find a coder with printhead flexibility so you can code onto any part of a bottle or container without interfering with packaging design.

6 READY FOR ANYTHING

Illegible coding can be costly — with time wasted on re-coding or loss of reputation for poor quality goods. Make sure your coder works well in all environments and is designed to cope with the harshest of conditions.

7 AVOID BLEMISHES

Coding that is clear and concise will ensure you meet legislative, client and consumer expectations. That is why you need a coder that gives you complete control over the size and clarity of the coding messages.

GUARANTEED QUALITY

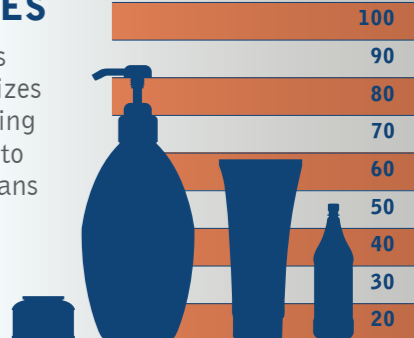## 8 HEY GOOD LOOKING!

Body & Shine

Perfectly formed packaging is essential in the sale of personal care products, making it a top priority for brands. Compare coders on their ability to print neatly and discreetly so your codes won't distract from the overall design.

9 ALL SHAPES AND SIZES

Changes in consumer demands mean changes in substrates, sizes and shapes of packaging. Having a coder that can easily adjust to the latest packaging trend means that you save time and money.

110
100
90
80
70
60
50
40
30
20

10 THE GENUINE ARTICLE

Personal care and pharmaceutical products rank fifth in the most counterfeited products in the US* Give your customers peace of mind and meet your legislative requirements with a coder that offers additional options such as data matrix coding.

* USA Today, February 2014