

L I N X



**LINX WORLD-CLASS CODING & MARKING SPECIALISTS**

# WELCOME TO LINX

**Linx is an internationally-renowned supplier of Continuous Ink Jet, Laser Coding, Case Coding and Thermal Transfer printers. Since 1987, our industry-leading technologies have helped organisations across the world increase their productivity while significantly reducing total cost of ownership.**

Our versatile products and services are an integral part of thousands of production lines for a wide range of worldwide industries – including food and beverage, pharmaceutical, cosmetics, automotive, cabling and electronics.

We think globally and act locally. By sourcing the very best distributors in individual markets, we continue to develop and supply outstanding products to our customers, while simultaneously providing exceptional knowledge and support 'on-the-ground'.

Our philosophy is one of continuous improvement, a belief that the best can always be made better. And it's as relevant today as it was 25 years ago.



**Linx products are highly reliable, extremely easy to use, and drive down total cost of ownership – regardless of your size of business.**

Our success comes from an unstinting passion for innovation. By marrying the very highest standards of engineering with an unrivalled global distribution network, we develop best-in-class coding and printer products that meet local market requirements. Innovation is our lifeblood, and we invest significantly in research and development to ensure it remains a priority.

The best results come from collaboration, that's why we focus on nurturing strong, productive partnerships with each and every one of our distributors. By understanding a local customer's need, we create the best solution to deliver it – backed-up with industry-leading support which they can count on, throughout the entire product lifecycle.



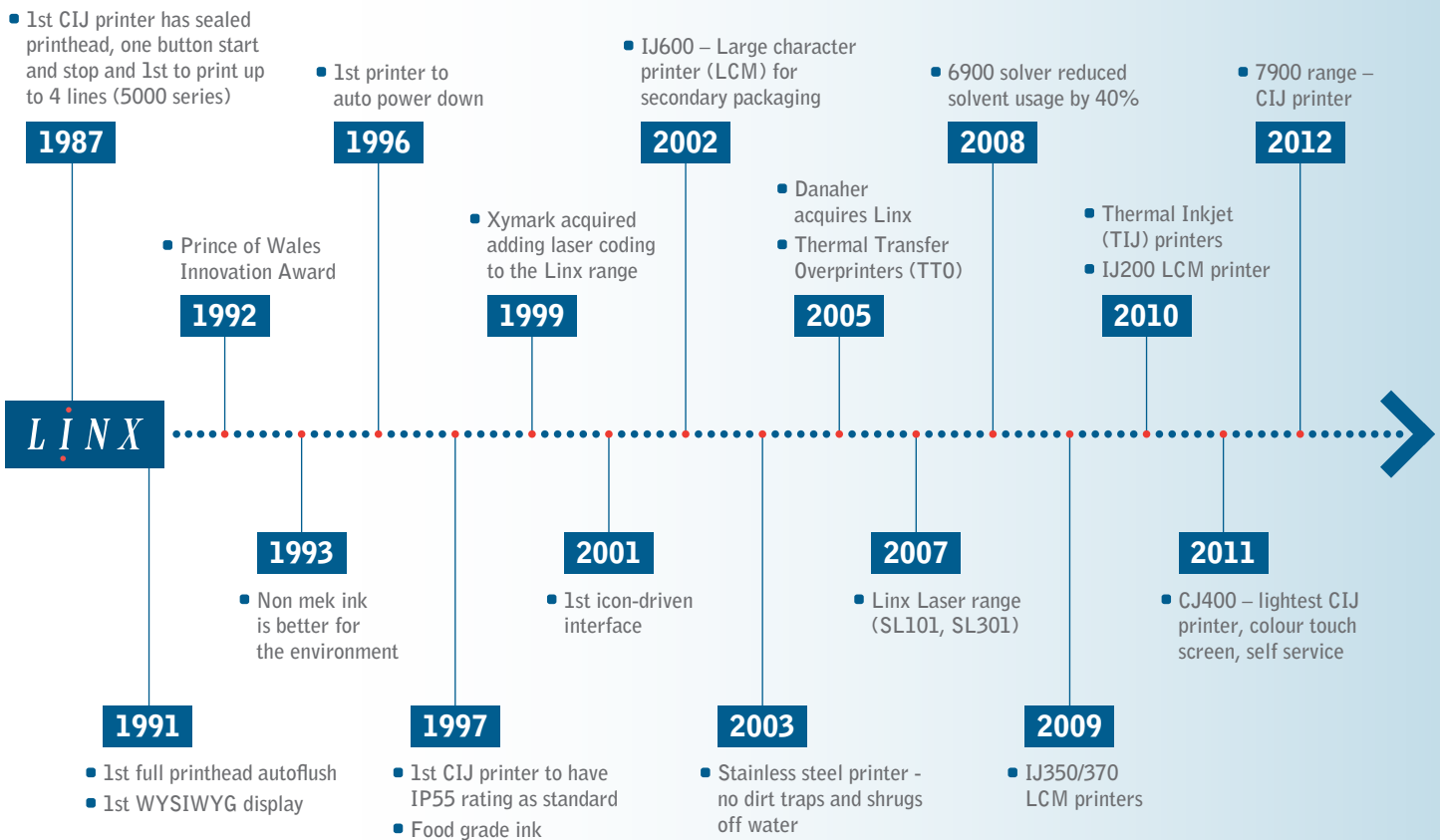
CHAMPAGNE

INNOVATING  
PRINTER  
TECHNOLOGIES

SETTING  
THE STANDARD

Since the first Linx CIJ printer rolled off the line in 1987, we've continued to drive our industry forward – discovering and deploying new technologies that help our customers achieve more.

### LINX is born!



Linx improves the efficiency and reliability of production lines all over the world. Our best-in-class printing solutions fulfil the needs of organisations in a diverse range of markets – including **food and beverage, pharmaceutical, household, automotive, chemical, construction, cosmetics, electronic and dairy.**

We code and mark millions of items every day – including:

- **Product identification codes**
- **Batch numbers**
- **Use-by dates**
- **High resolution graphics**
- **Barcodes**
- **Promotional (unique) codes**

# LINX PRODUCTS PROVIDE FOUR CORE CODING AND MARKING TECHNOLOGIES



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## Continuous Ink Jet (CIJ)

Non-contact printing method where up to 120,000 electrically charged droplets of ink are expelled every second from a printhead nozzle to form a character or pattern. Printing takes place as the product moves on the production line.



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## Laser Coding Solutions

CO<sub>2</sub> laser technology marks products by producing intense pulses of light which are deflected to form characters. Coding is achieved by removing material or a coating from the product or packaging, or by changing the surface of the substrate.



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## Case Coding Solutions

Linx utilises both piezo inkjet and thermal inkjet in a range of printers to deliver ideal cost effective solutions to your outer case coding requirements. Both technologies create droplets of ink upon demand, piezo utilise piezo ceramic crystal to eject drops of ink, whilst thermal inkjet rapidly heats the ink creating a bubble that pushes out a droplet of ink onto the substrate.



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## Thermal Transfer Overprinting (TTO)

Thermal Transfer Overprinters are used for coding on to flexible packaging films and self-adhesive labels. They operate by means of a high resolution thermal printhead, which melts a wax and/or resin based ink from a very thin thermal transfer ribbon (or 'foil') coating onto the substrate to be printed.





# SERIOUS ABOUT CUSTOMER SERVICE

**Linx is committed to providing excellent standards of service and technical assistance to our customers and partners. Our no-nonsense, responsive approach to customer issues is an integral part of our business.**

Because many of our service team and distributors have been with Linx for years, we are able to offer customers an unrivalled depth of knowledge across the full range of Linx products – including detailed technical assistance, supplementary materials and training. Together with our strong worldwide distributor relationships, this creates a comprehensive support system that ensures your production line keeps running.

Our commitment to high standards of customer care is underlined by our membership of the Institute of Customer Service – an independent, professional membership body whose main purpose is to lead customer service performance and professionalism.

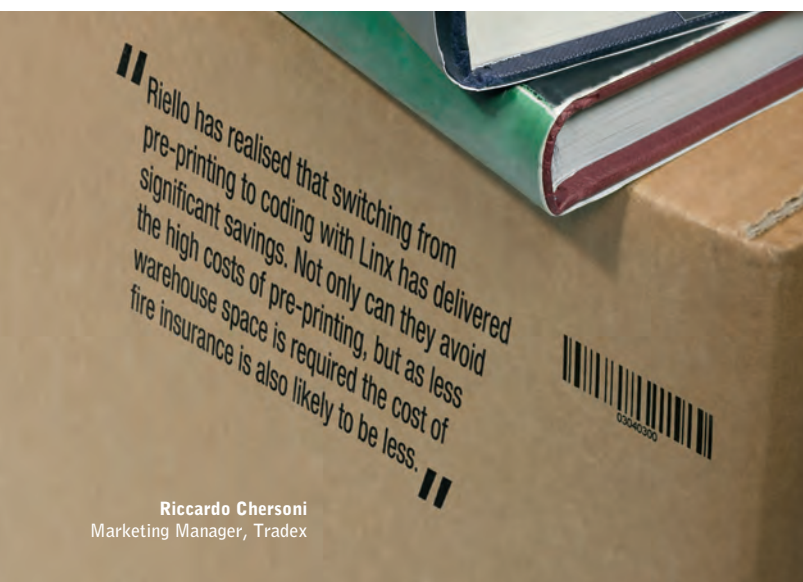






Steve Norris  
Engineering and  
Maintenance Manager  
Clipper Tea





**Linx is proud to provide world-class products, services and support to customers across the globe.**

**We're committed to meeting their needs with innovative, industry-leading solutions – and we'd love to do the same for you.**

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**THINKING ALONG YOUR LINES**

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