

STAY SOCIAL

You can keep up with us through social media, find out how inside...
See page 2.



SUPER SERVICE

Our team have the experience and the enthusiasm to help you
See page 4.



TRAIN TO GAIN

Signing your team up for official Linx training can help reduce cost of ownership
See page 4.

SPECIAL OFFER
Linx is offering a
we deliver a course
31 March 2014
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WELCOME

Welcome to the Autumn/Winter edition of Coder, where we take an in-depth look at servicing. A few simple steps can help keep your Linx printer in tip-top shape, and when you need us, we have the expertise to support you. Enjoy the issue, and we send you all good wishes for the festive period and into 2014.

Padraig Finn,
Head of Sales & Service UK

NOT JUST COSMETIC CHANGES!

Already this year we've seen new EU labelling legislation in the cosmetics sector. There are also some interesting trends emerging in the form packaging takes, with exciting design techniques being used to make eye-catching packs with strong visual appeal.

Printing QR (Quick Response) codes onto packaging can open up a new world of information – great for brand owners who want to add value to their product, and for consumers who can access better information. A QR code is a type of matrix barcode or 2D code which can be read by a smartphone or webcam, and is most commonly used to allow the consumer to access extra interactive information about the product or brand.

If you would like advice on how our coders can help you either meet changing regulations, or enhance your customers' experience, give us a call on 01480 302600.

A YEAR OF INNOVATION

The last 12 months has seen a series of product launches putting Linx Printing Technologies at the forefront of coding and marking. In case you missed them, here is a reminder:

The Linx 5900 CIJ printer offers the lowest maintenance costs in its class and new features can be added, allowing it to grow with your needs.

Simply Smart Technology® on the Linx TJ725 thermal inkjet offers a high resolution, digital solution for coding onto outer cases, shelf ready trays and packaging.

The Linx SL102 and SL302 laser coders are the most versatile and intuitive in their class. And the Linx IJ355 case coder offers a cost-effective alternative to labelling or pre-printing of secondary packaging.

See them on our YouTube channel youtube.com/LinxPrintingTV

Meanwhile the range of Linx CIJ inks has also been enhanced this year with new formulations which are chromium, halogen, ketone or acetone-free. These inks are helping Linx customers meet local and industry regulations.



SAY HELLO TO US ONLINE

Our printers are among the most modern available, so you'd expect to be able to use the most modern communication platforms to keep in touch with us.

Did you know we have a busy YouTube channel, where we post videos of machines, exhibition stands and seminars conducted by Linx experts? YouTube reaches more adults than any TV network and in the United States, the number of people who watch television has already fallen behind the number of people who watch YouTube on a regular basis (socialmediatoday.com). You can find our TV channel at youtube.com/LinxPrintingTV

At the time of writing, we were rapidly closing in on 1,000 followers on our Twitter feed twitter.com/LinxPrintingTec. Why not tweet us @LinxPrintingTec? Our Facebook presence is also growing; on our page you can find information about our latest printers, case studies and exhibition presence. Come and say hello at facebook.com/linxprintingtechnologies.

If you use LinkedIn, you can find us there too, along with many of the Linx colleagues you're used to dealing with. Click on linkedin.com/company/linx-printing-technologies to find out more.

And of course you can still contact us by telephone on 01480 302600, or sales@linx.co.uk





LINX SUPPORTS COMMUNITY AWARDS

We're proud of the connections we have with our local community, which is why we were happy to become a sponsor of the Cambridgeshire Young People of the Year (YOPEY) awards.

Online agony uncle Sam Carvalho, 19, from Cambridge, was named Young Person of the Year for his help to people with eating disorders and depression, something he knows about as a sufferer for several years.

Alex Fogg, 19, finished second and was presented with his prize by our Marketing Director Dr Paul Doody, who's based at Linx's HQ in St Ives, Cambs. Alex is determined to continue as an Assistant Scout Leader despite being diagnosed with epilepsy.

Paul said: "We were delighted to be able to support these awards, which give valuable recognition to those at the heart of our community!"

Well done to the winners, and all those who entered the awards!

Testimonial:

"We code a lot of products and the Linx 5900 has freed up time to get on with other things. Our operators like the printer because it is easy to use and we haven't had any problems."

Rob Stillman of drinks maker Fruitapeel

Read the full story at www.linx.co.uk



THE RIGHT CODER FOR BEVERAGES?

Choosing the right coding solution for drinks products can depend on code content, substrate, line speed, environment and available budget. The first decision could be which technology to opt for; laser or continuous ink jet? Read more by downloading our White Paper from www.linx.co.uk/resources



SERVICE TIPS

MAKE IT A TROUBLE-FREE CHRISTMAS

Following the right procedures will keep your Linx CIJ printer in top condition for the busy pre-Christmas period.

Correct shutdown ensures efficient startup, so use the red button on all Linx CIJ printers. The automatic printhead cleaning system then prepares the printer for a trouble-free startup every time, even after a holiday shutdown.

Deal with warnings or errors quickly and consider an optional alarm beacon or line stop facility. To find out more contact sales@linx.co.uk or call us on 01480 302128.

People profile

EXPERIENCE ADDS UP FOR SERVICE TEAM

Here at Linx, we're proud to provide great service and technical assistance to our customers and partners. Our no-nonsense, responsive approach to customer issues is a key part of our business.

Because many of our service team have been with Linx for many years, we can offer an unrivalled depth of knowledge across the full range of our products – including detailed technical assistance, supplementary materials and training.

In fact between them, our 15 field service engineers have clocked up an amazing 121 years of service with Linx. And because they're all located regionally, they can offer optimum response times for our customers.

They include Steve Inglis, who has been with us for 17 years – nine of them in the service department, following eight years in our production department.

Pete Gwatkin has achieved 16 years as a service engineer, while Alan Dickson is now

into his 15th year.

Together with our strong worldwide distributor relationships, this creates a comprehensive support system that ensures your production line keeps running, wherever you are in the world.

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 Inglis



Pete Gwatkin



Alan Dickson

LINX TRAINING FOR ADDED EFFECTIVENESS

When you purchase a Linx printer you can rely on our reputation for world-class products, services and support.

Official Linx training for staff who operate and maintain the printers will help you benefit from lower total cost of ownership by reducing downtime and engineer callouts.

Our training team can help you maximise these benefits, with courses designed for staff at all levels in your organisation, from production line personnel through to your engineering team. We will work closely with you to understand your needs and can tailor our courses to cover your exact requirements.

The training includes:

- 24 months' certification for all attendees
- 12 months' free access to our online training modules – these give you round the clock access to product information and assistance
- Free specialist tools and equipment (course dependent)

For more information, please visit www.linx.co.uk/training or contact the Linx Helpdesk on 01480 302600

SPECIAL OFFER:

Linx is offering a 10% discount if we deliver a course for you by 31 March 2014. Quote 'Coder Magazine' when you book a course. UK Customers only.

Linx Blue wetness-indicator 2040 is a new specialist ink which fades when a nappy needs changing. Its hypoallergenic formulation is ideal for applications where incidental skin contact may occur, and it's suitable for use with the Linx 5900 and Linx 7900 printers. Find out more at www.linx.co.uk



Christmas 2013 / New Year opening times:

25th and 26th December 2013 - our offices will be closed. 27th, 30th and 31st December - our Help Desk will be open for emergency technical and engineering support from 9am – 4pm on 01480 302600.

Service

For technical assistance or to book a service visit, call our Helpdesk on 01480 302600 or email us at ukservice@linx.co.uk.

The Helpdesk is open 8.00am to 5.00pm Mondays to Fridays.

Sales

For sales enquiries for new equipment and accessories, call 01480 302603.

To order fluids, consumables and spare parts, call 01480 302128, or email us at sales@linx.co.uk.

Lines are open 8.00am to 5.00pm Mondays to Fridays.



For further information, visit www.linx.co.uk.

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For enquiries about the magazine or suggestions for future content, please contact the Editor, Carole Perry, Linx Printing Technologies, at coder@linx.co.uk.

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