

coder

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CODE MORE THAN BEFORE

The Linx TJ725 case coder is now better than ever
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YOUR OPINION COUNTS

Help shape our future with Voice of Customer research
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WELCOME MATT

Meet our new Customer Service Manager
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WELCOME

Welcome to Coder magazine, your guide to the latest news at Linx and how to get the best from your Linx printer. In this issue you'll find information about our products, our recent activities and how you can help shape the Linx printers of the future. Thank you for reading.

Padraig Finn,
Head of Sales & Service UK

CODE MORE THAN BEFORE WITH THE LINX TJ725

The Linx TJ725 thermal inkjet case coder is now better than ever thanks to a software upgrade which adds a host of new capabilities.

The upgrade is standard on new models and can be added free of charge to existing machines.

Already trusted for its ease of use and low cost of ownership, the Linx TJ725 now boasts additional features including:

- Barcodes, plus QR and Data Matrix codes
- Internal dynamic barcode generation capability for quicker customisation
- Anti ink-bleed feature and new inks, allowing a wider range of substrates to be coded
- 600dpi printing for better print contrast
- Rotated text fields

- Arabic language support
- Even quicker code editing and creation

Find out more by calling us on 01480 302661



MAKE YOUR VOICE HEARD

At Linx, we try to make sure we know what our customers – past, present and future – want from their coding and marking equipment. But to do that, we need your views.

That's why we value your input to our Voice of Customer (VoC) research. It's designed to identify the needs and wants of customers, enabling our research and development teams to develop great printers, inks and accessories, offer fantastic levels of service and ensure that we keep delivering quality, reliability and value to our customers

Opinion-gathering, including questionnaires and interviews, is combined with research, using surveys and statistical analysis in a multi-tier approach. This provides a robust, comprehensive set of data that can be analysed and interpreted to bring new products into shape.

VoC offers a sustainable process for the future of Linx, and is a way of life at the company. Rather than guessing what customers might want, or assuming that emulating our competitors is the best solution, we have taken



a much simpler and more productive approach: listen to the customer.

What's more, we often publish case studies illustrating how our machines are being used successfully. These are issued to trade press around the world and can have the added effect of helping to publicise the customer too.

We would like to hear from you! What delights you, or frustrates you about your coding and marking? If you would like to take part in our VoC programme, or just want to know more, then please contact marketingsupport@linx.co.uk

MAINTAINING PEACE OF MIND

We know from our regular customer feedback how important the reliability of Linx coders is to production lines.

Nevertheless, things can sometimes go wrong with even the best equipment, which is why we offer our UK customers two different maintenance plans for added peace of mind.

The Linx Basic Maintenance Plan covers you for all your servicing requirements, while our Premier Maintenance Plan gives you unlimited breakdown cover as well, both delivered by our skilled team of engineers who together boast an impressive 122 years of relevant experience.

One of the main benefits of both plans is that it gives you one less thing to remember. All servicing is scheduled for you and we will contact you when the next one is due – which leaves you free to concentrate on running your production. You also get preferential response time, another way in which we ensure minimal disruption to your production line. And regular servicing helps to avoid unexpected costs.

Of course, this all looks good on paper – but proof of the pudding is in the eating. So it's good to know our service rated 9.2 out of 10 on our latest customer feedback card score, and we are continually asking our customers how we can improve further on this.

For more information on Linx Maintenance Plans, please contact us on 01480 302669, or email ahughes@linx.co.uk

CHEERS TO BEERS!

Production of craft beers is expected to increase by more than 40 per cent by 2015, with many more small brewers' bottles finding their way onto supermarket shelves. This has also been helped by a reduction in beer duty in the 2014 Budget.

Coding on glass bottles can present a number of challenges, for example the wet working environment. However, there are many ways in which coders can help to overcome such issues. Specialist inks from continuous ink jet (CIJ) printers ensure that codes remain in place even on wet surfaces.

One of the growing debates in the industry is the choice between cans and bottles. Cans have some advantages over bottles, such as preventing UV rays from penetrating the packaging and potentially spoiling the taste of the beer. The versatility of CIJ printers is especially useful for brewers looking to expand their packaging to include both bottles and cans.

Additionally, the ability of printers to store a range of messages and codes means you can switch products, packs or lines quickly without significant expensive downtime.

Whatever you need to do to ensure that your brewery is ready for the growing market, there are coding solutions available for a wide range of packaging types, many offering low cost of ownership to help smaller brewers remain competitive.



Find out more about Linx coding solutions for the beverage industry by visiting www.linx.co.uk/beverages.

To see an online summary of the cans v bottles debate visit our Slideshare page www.slideshare.net/LinxPrintingTechnology.

SUPPORTING ACHIEVEMENT

Linx has reaffirmed its commitment to recognising the highest achievers both in industry and the local community.

The company will also once again be a sponsor of the PPMA (Processing & Packaging Machinery Association) Group Industry Awards, which take place on September 30 during the PPMA Show in Birmingham. It's the third year that Linx has sponsored the awards and this year's event will be compered by TV personality Rory Bremner.

And the company has become a title sponsor of the 2014 'Linx and Cambridge Regional College Young People of the Year Awards' (YOPEY), which celebrates young people who help others across Cambridgeshire.

YOPEY founder Tony Gearing says: "It's about giving respect to young people who deserve it and setting them up as positive role models for other young people."

Linx sponsored a prize at last year's YOPEY awards, which were attended by more than 300 people including civic leaders from across the county. Marketing Director Paul Doody presented the runner-up award to Scout leader Alex Fogg (pictured).

YOPEY is supported by sponsors from the public and private sectors and entries for the award come from all backgrounds and organisations, from schools, youth organisations and charities. The award reflects positive activities that young people are involved in, including projects home and abroad as well as caring for others. Find out more at www.youngpeopleoftheyear.org.

Find out more about the PPMA at www.ppma.co.uk.



TRIAL, NO ERROR

Today's fast-changing manufacturing world, often led by consumer demands, requires production to be more flexible, to react to smaller batch sizes and faster delivery.

Therefore printers must be more flexible – capable of dealing with faster product changeovers and easily moveable between production lines. You need to know you can rely on your coding equipment to do its job.

That's why we offer the chance to run a free trial before you buy, to make sure the machine meets your needs now and in the future. To speak to us about a free, no obligation trial, call us on 01480 302661, or email sales@linx.co.uk

People profile

Welcome Matt Broadway, our new Customer Service Manager:



As part of its ongoing commitments to provide world class customer service and to continually drive improvement, Linx has recently appointed Matt Broadway as Customer Service Manager.

Matt will be responsible for pulling together the company's customer facing services into one coordinated team, to deliver service and support to all customers whether direct in the UK, through our international distribution partners, or our French and Chinese offices.

Matt has an extensive background in managing and transforming customer service teams, most recently in his position as European Customer Service Manager for NCH. Prior to NCH Matt was with Bosch Thermotechnology as Customer Service and Contact Centre Manager, where he was responsible for transforming a growing manufacturing-based contact centre into a world class customer service provider.

Matt says: "I'm delighted to be given the opportunity, and challenge, to help further develop the customer service offering at Linx and I look forward to the opportunity of meeting with our customers to enable me to understand how we can more fully meet their needs."

GLOBAL FOOTPRINT

It's not just the UK where Linx printers are trusted for their ease of use, reliability and low cost of ownership.

The company's global presence has now expanded further, with the opening of a Chinese headquarters in Shanghai. Linx was one of the first coder manufacturers to operate in China, establishing a presence in 1993. The new HQ has been created to look after our growing customer base in the region.

Meanwhile a trio of our continuous ink jet printers – the Linx 7900, Linx 5900 and the award-winning Linx CJ400 – were on show at Interpack, one of the world's leading packaging exhibitions, in Düsseldorf, Germany in May. They were displayed by our distributor partner Bluhm Systeme GmbH.



Testimonials:



"The Linx CJ400 is a very clean machine and requires little in the way of upkeep ... we simply turn them on at the beginning of a shift and turn them off at the end."

Steve Potter, Universal Flexible Packaging (confectionery)



"The flexibility of the Linx CJ400 means we can quickly change messages, tailoring the code to the product, and we can now supply to other channels who demand robust coding as well as selling own label goods."

Dan Shaw, Heyland & Whittle (personal care and homeware)

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 302661.

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.