Buyer's Guide to

Coding + Marking

A helping hand for coding and marking buyers

Buying coding and marking equipment for your company can be a time consuming and confusing experience. You are about to make a substantial investment for your firm in an area where choices of equipment and suppliers may affect your productivity and profitability for years to come. Which choice is best for you?

We have developed this guide to help make the buying experience simpler, less confusing, and as successful as possible.

Helping HAND

Remember, this should be a cooperative effort between you and the specialist supplying the equipment. The supplier knows what equipment is available, and how to customize it for your exact needs. You know your operations, and can tell the suppliet what your needs are now and for the future.

Working together, you can find the right solution.

Brent Mckay
Kiwi Coders Corporation

Organizing the committee

In many companies, purchases of capital equipment are made by a committe; and excellent and efficient process when it works well. Coding and marking directly involves a number of your company's function groups, so get them involved in the selection and purchasing process early on. Processes such as production, material handling, engineering, marketing, equipment maintenance and purchasing. If your company has a planning group whose role is to look at the company's development five years or more ahead, that group certainly should be involved.

1 Step One: Know what you need

Having complete information at your fingertips when you consult a coding/marking specialist can save you time and money. It will also help ensure that you get exactly the capability you need. here are some of the things you should have available even before you start interviewing suppliers.

Specifications of the products or packaging material to be coded/ marked: sizes, configurations, materials, colors needed. Completing a specification outline questionaire is adviseable.

Sample markings: bar codes, logos, product descriptions, information required by regulator.

Your production line speeds, upper limits and anticipated future changes.

Layouts of your lines and the surrounding space, showing where coding/marking equipment can be added.

Production changeover data: frequency, range of product/packaging sizes and configurations, variations in markings for each.

Your goals: high quality end product, low production cost, a balance of both..

2 Choosing a supplier

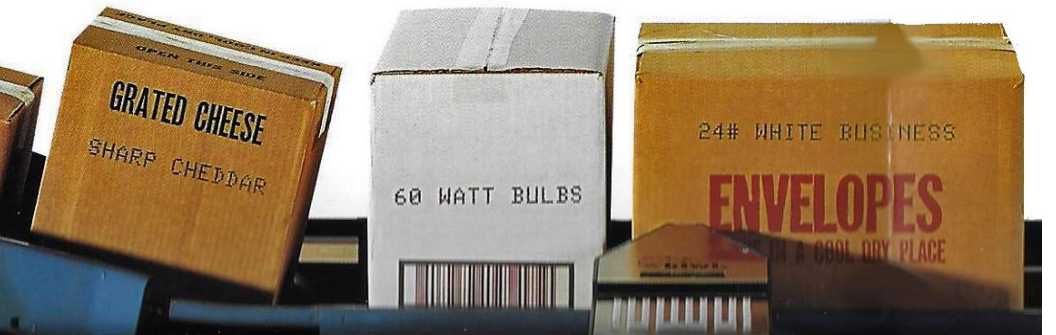
Remember that you are not just buying productive, cost-effective, reliable equipment. You are buying the company behind it- the expertise that made the equipment and that can "tweak" a standard machine to perform exactly as you need it to. The stability that tells you the company will be there in five years when you need add-on equipment, upgrading or rebuilding/re-intergration service. Ask prospective suppliers about:

- Their experience in the coding/marking industry
- Their experience in providing service to your specific industry
- The range of coding and marking equipment they offer
- What secondary equipment they supply (feeders, stackers, shingling conveyors, etc.)
- Their ability to customize equipment to your specific needs
- Their ability to provide parts and supplies (inks, type etc.)
- Their ongoing service programs
- Their ongoing R&D activities

3 System Intergration

One of your most immediate concerns will beto intergrate any new coding and marking equipment into your exsisting systems- production lines, inspection systems, packaging lines and control systems. Check to be sure the new equipment you are looking at:

- Physically fits into your system foot print
- Accommodates the speed of your production lines
- Allows for future growth in production volume
- Provides potential for technology upgrades
- Can be intergrated with your exsisting control systems.



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Customization

While most coding and marking equipment is available in standard "off-the-shelf" models, not all manufacturers have the capability and experience to customize their equipment to your exact needs. Other suppliers customize virtually every piece of equipment and every system to the specific requirments of a given customer.

Explore this possibility with your prospective supplier, especially if what you are buying is a substantial system, rather than a single coder. Since the system will be built from the ground up anyway, why not have it built to match your specifications?

And be sure that, in customizing the system, the supplier takes into account your planned future needs as well as those of today.

Coding + Marking terms

Here are some of the less familiar terms you may hear when you are meeting with coding and marking equipment suppliers:

Direct-to-press printing

A system in which a computer-generated image produces a membrane from which final images are printed, eliminating the time and cost of typesetting and platemaking

Friction-driven

Coding or marking equipment which moves through contact with the case or product itself. Eliminates power requirements and compensates for varying line speeds.

Flexographic printing

A cost-effective and versatile technique for printing text and graphics on continuous webs of material

Just-in-time case printing

Printing flat cases as needed. Can reduce preprinted case inventory and waste by up to 70%.

Heavy duty case printer

press designed to provide commercial quality printing, on knocked-down corrugated cases and sheets.

Transport
Means of moving product through a printing or labeling process, or between stations.

Shingling
Overlapping printed pieces for easier pickup by the next downstream operation.

Feed Rate
A numerical figure based on the number of items being printed, per minute.

Circumferential printing
Printing that can cover the entire circumference of a cylindrical product such as oil filter body, artillery shell or canister.

Verified bar codes
the product of a system that prints bar codes, then optically verifies each one.

Recirculating ink pump
Inking system in which a pump continuously circulates (mixes) inks. Delivers consistent inking during production and easier, quicker cleanup between runs.

Consecutive coder
A coder which automatically numbers cartons in consecutive order.

Deboss coding
Process where steel type stamps a code into the urface of a carton, eliminating ink. Used by pharmaceutical and medical companies.

Totalizing counter
A counter which keeps track of total production for a run.

SELECTION GUIDE

Equipment

The following is a brief over view of the basic types of coding and marking equipment, the applications in which they are commonly used and the primary benefits they offer. Note that the applications can vary widely from the basic description, especially in terms of the material being printed. Flexographic printers, for instance, are used to print on a wide range of materials, from foam insulation to gasket material.

Desktop Label Imprinter
Kiwi Model:M470
Bulletin:180

Reciprocating coder
Kiwi Model: Series 1100
Bulletin: 310

Friction-driven coder
Kiwi Model: Matrix ™

Bulletin: 900

Circumferential printer
Kiwi Model: 1572
Bulletin: 402

Flexographic web printer
Bulletin: 401

Flat case printer
Kiwi Model: 2482
Bulletin: 190

Direct-to-press system
Kiwi Model: Odyssey ™
Bulletin: 197

Small carton printer
Kiwi Model: 1020
Bulletin: 182

Bag printing system
Kiwi Model: 2712 & 3712
Bulletin: 195

Application	Benefits
Imprints single-cut labels, tyvek, tags, blister cards, envelopes, small folded cartons	Simple, low-cost
Registered imprints on moving, slat surfaces	Low-cost imprinting of fixed information
Spot or continuous printing on filled cases, cartons, paper bags	Multi-message storage capability; prints on intermixed carton sizes
Logo's bar codes, product descriptions, filters, tubing, other cylindrical shapes	High-speed printing 1 or 2 color
Continuous, high speed quality printing on webs of material such as film or kraft paper	Consistent printing on film, foil, bags, rough surfaces, gasket material
Prints knocked-down cases and cartons on an as-needed basis	Reduces inventory of preprinted materials by up to 70%
Computer-generated membranes print flat cases and sheets directly, without printing plates	Extremely cost-effective delivery of press-quality output for shorter runs
imprints KD folding cartons and card stock. Prints scannable UPC bar codes	Reduces inventory of preprinted materials
(Small) Prints paper or poly bags and ridgid sheets. (Large) Prints on flat, woven polypropylene bulk bags up to 30″ x 48″	Features print-on demand. Continuous printing at speeds up to 30 per minute

Kiwi Coders Corporation is a leading manufacturer of automatic coding and printing equipment for packing and product applications. Kiwi's products range from friction- driven case coders and flat case printers to complete flexo web systems printing on a wide variety of materials, and the most advanced direct-to-press digital imaging systems.

Kiwi is committed to adapting it's systems to the unique needs of it's customers. From it's headquarters in Wheeling, Ilinois in the northwest suburbs of Chicago, Kiwi Coders Corportion distributes it's full line of products globally.

265 East Messner Drive
Wheeling, Illinois 60090
Phone: (847) 541-4511
Fax: (847) 541-6332
E-mail: Info@kiwicoders.com
www.kiwicoders.com