

Here are some tips for identifying marking technologies

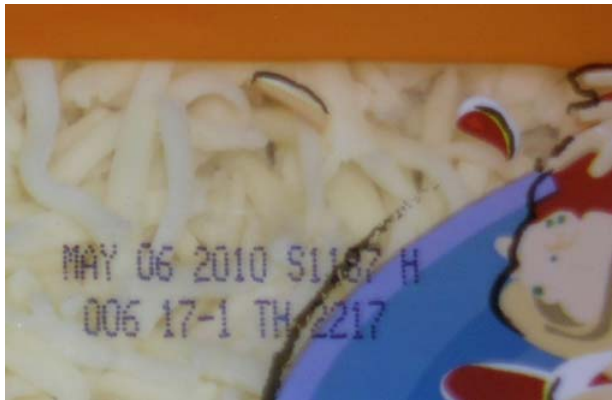
Look closely at the variable information printed on a flexible packaging product.

Thermal Transfer

Is the image continuous? No breaks in the formation of letters or numbers?

If so, there is a good chance that a **thermal transfer printer** is currently being used.

Typical Applications: Snack foods, pre-packaged fruits & produce, dairy, frozen foods, cookies & candies, pharmaceutical (blister packs), and coffee/hot chocolate (bags).



Hot Stamp

Slide your finger across the text, does it feel rough or raised? Are the characters inconsistent or uneven?

If so, there is a good chance that Hot Stamping is currently being used.

Typical Applications: Pre-packed, boxed foods, and candy.

InkJet

Is the image made up of a series of dots?

If so, there is a good chance that an Inkjet printer is currently being used.

Typical Applications: Frozen foods, fresh bread, cereal, dairy, boxed foods, and bottled drinks.

