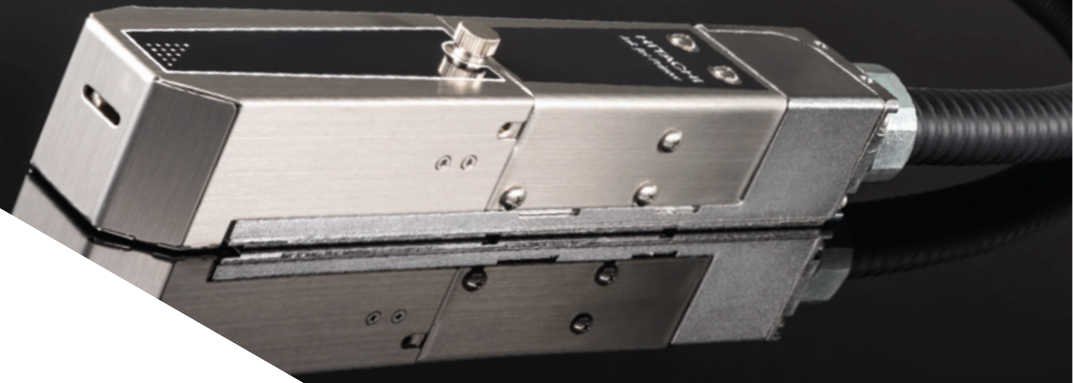


FROM BABIES AT

Client Success Story
Ink R&D

THE NEW DAY



Background:

This large garbage bin liner manufacturer was looking to reduce downtime and operating expenses while increasing production rates to improve operational efficiency. Hitachi, through the R&D department, developed a new orange ink to be visible on both white and black liners.

Issue:

Typical ink formulations are black and white, which could work on one bin liner but not the other. The manufacturer was looking for a pigmented ink that would provide a clear code, adhere to the liner substrate fully and dry quickly to eliminate smearing.

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Hitachi Solution:

Hitachi's Ink R&D team worked closely with the manufacturer to develop a new custom orange ink which is visible on both white and black liner applications. The manufacturer decided on a trial to test the new ink with Hitachi's UX Series inkjet printer to help increase uptime and save on consumable costs.

The pigmented ink was formulated to dry quickly and adhere to the bag liners. Because it can be used on both black and white bag liners, the Hitachi UX continuous inkjet printers could be used on both substrates.



Client Results:

After running the Hitachi printers for one week, the manufacturer saw immediate results with the newly developed pigmented ink. Even with a high level of expectations from the manufacturer, the Hitachi printers and fluids provided great total cost of ownership and flawless print results.

By finding the proper ink solution that utilized a pigmented ink, the client was able to see an immediate ROI, reduced costs, and a solution that worked with the manufacturer's production parameters.

Client Quote:



The ROI was instantaneous. The repairs on the old printer equipment exceeded the cost of the new Hitachi inkjet printers.

Plant Manager



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