

# Markem-Imaje 7031HD laser coder picks up the pace

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In today's fast-paced production environment, we constantly seek out solutions that allow us to save on hours while still retaining the highest levels of quality. Markem-Imaje's latest 7031HD CO2 laser coder does precisely that: it delivers permanent variable data product coding at an output rate of up to 800 products in the time it takes you to tie your shoelaces.



Brandon Pearce, General Manager of the Packmark division of Pyrotec, a leading privately-owned South African product identification solutions provider, confirms that clients are demanding better value in terms of product performance. "Our customers want coders that save them time, but still offer high print quality. The concentrated energy density of the 7031HD laser coder provides excellent print contrast and quality over a wide coding area of up to 415mm x 415mm, depending on the lens selected. With output rates as high as 800 products per minute, up to 24 seals could be coded in less than a second!"

Pyrotec PackMark provides factory-level printing equipment to a range of South African companies, selling and renting equipment while also providing the consumables needed to operate them and taking care of any maintenance and repairs. It is the exclusive distributor of the Markem-Imaje range of printing equipment in South Africa.

The 7031HD is the ideal solution for printing High Definition (HD) characters on yoghurt films, ice-cream sleeves or sugar "stick" packs which need to be marked with multiple dots to facilitate opening. A single printhead covers a coding area of up to 415mm and advanced software allows simultaneous control over multiple laser heads, resulting in a further increase of the total marking area. An added feature is the integrated laser head cooling system which requires no air or water, resulting in a higher energy concentration and improved performance.



A key feature of the latest 30 watt version is the innovative modular design which enables optimum integration of production lines. With no moving parts, the 7031HD laser coder is a streamlined alternative to mechanical marking and pre-cutting systems with no wearing of parts or mechanical adjustments required.

The 7031HD offers a range of unique benefits, including:

**Performance** - advanced scribing galvohead technology provides premium print quality with an extremely high output rate

**Reduced costs** - the modular cooling system negates the need for air, generating optimal laser performance whilst reducing costs

**Simplicity** - features such as the colour touch screen display, emergency stop button, USB port for easy message loading and Ethernet connectivity allow for user-friendly operations

**Versatility** - the 7031HD allows for a wide choice of easy-to-position lenses and is capable of covering coding and scoring applications simultaneously

"No stone was left unturned in terms of the innovation in functionality of the product design. The unbeatable features of the

latest Markem-Imaje 7031HD laser coder make it the natural choice for any time-poor consumer looking to cut down on production hours without sacrificing quality," Pearce concludes.

## About Pyrotec

Pyrotec is a privately-owned South African company that specialises in providing innovative and top quality product identification solutions. The company's extensive service offering includes on-pack product identification solutions including self-adhesive labels systems, as well as coding and labelling equipment. With a service offering founded on a dedication to quality, operational reliability, and excellent service, the Cape Town-based company has a national footprint with centres in major cities across the country. With more than 40 years' experience, Pyrotec has three brands operating under its ambit: Pyrotec PackMedia, Pyrotec PackMark and Tower which includes Toby Tower. The proudly independent company is headed-up by Managing Director, Rowan Beattie.

For more info see: [www.pyrotec.co.za](http://www.pyrotec.co.za)

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### Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

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