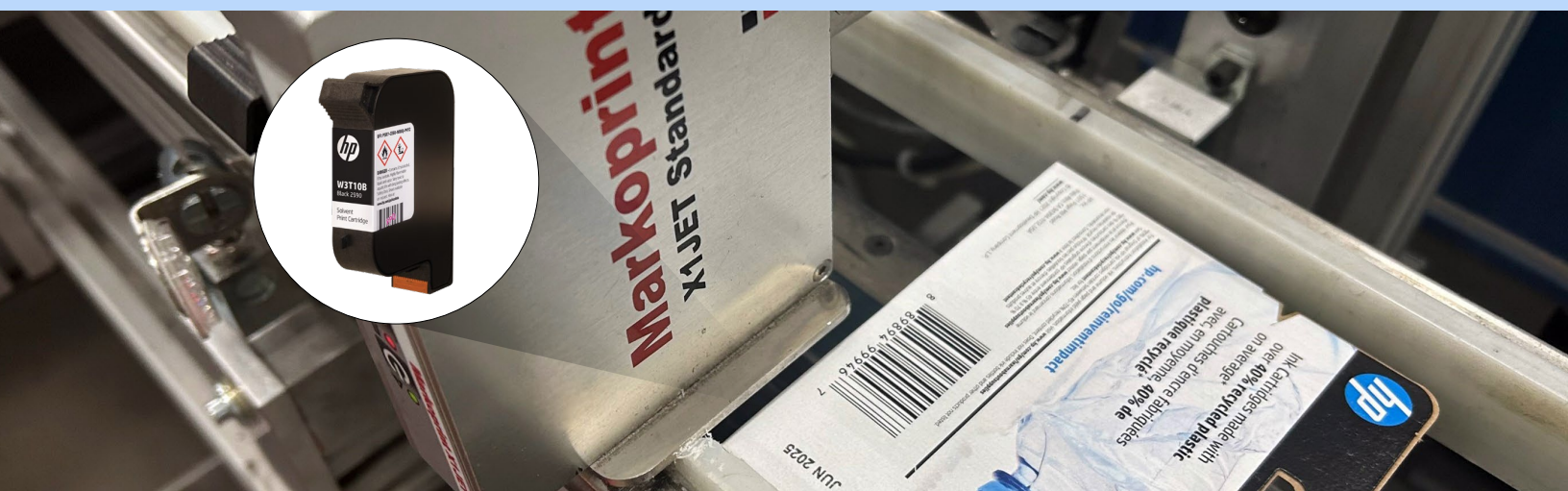# HP integrates HP TIJ coding systems for high quality direct coding on packaging

ATIP's HP TIJ-based coding systems fit seamlessly into HP's production lines in five countries, delivering production efficiency over 20 years

INDUSTRY:
Coding & marking

Customer Profile

HP package completion centers in the US, Singapore, Ireland, Germany and Puerto Rico use AT Information Products' (ATIP)'s HP Thermal Inkjet technology (TIJ) based coding & marking systems.

Approach

HP integrated ATIP's Markoprint® coding systems with HP TIJ technology into its production lines to direct print text, barcodes and dates onto corrugated boxes and single cartridge chipboard cartons.

Business Outcomes

- Higher up-time, efficiency, print quality and flexibility by ATIP's coding systems' direct communication feature with a company database
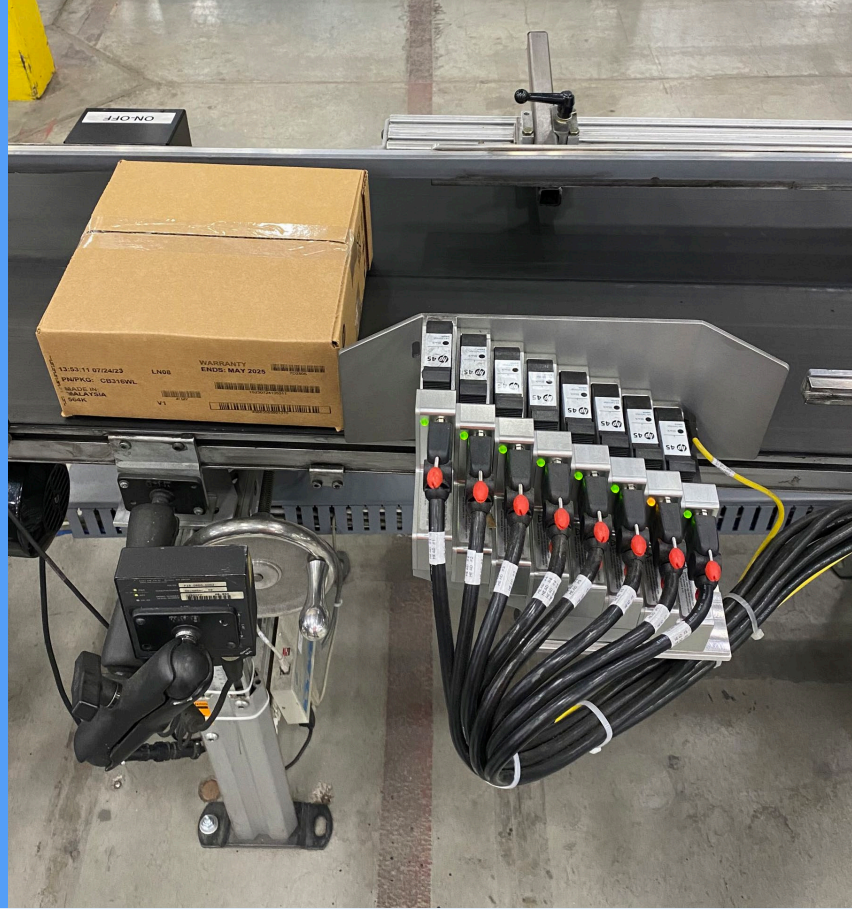- Increased sustainability by direct coding on packaging instead of labels

HP Partner Product

ATIP's Markoprint Integra Quadro² with six and eight printheads for corrugated boxes, and Markoprint X1Jet for chipboard cartons, with HP TIJ2.5 aqueous and solvent inks.

> "ATIP's Markoprint coding system brings all the advantages of HP TIJ technology and inks—speed, print quality, reliability—to packaging production, while also accelerating return on investment (ROI)."

Paul McArdle, Engineering Project Manager, HP Inc.

Challenge

At HP production lines, each piece of packaging requires product identification, such as product information, barcodes, expiration dates, and country of origin. The print quality and precision on HP's packaging must match the quality of the HP product inside. Uptime was the biggest challenge for HP with piezo systems before using ATIP's HP TIJ based coding systems. Coding and marking systems must be reliable with minimal downtime, fast, efficient, cost effective, and be fully integrated into a streamlined production line capable of 24/7 operation.

Solution

HP integrated its own TIJ capability into its production lines. HP SPTS partner ATIP's Markoprint Integra Quadro[2] prints text and barcodes onto corrugated boxes, while the Markoprint X1Jet adds expiration dates onto HP's single cartridge chipboard cartons. HP aqueous ink is applied to the porous boxes and HP 2580 or HP 2590 solvent ink to the non-porous cartons.

Outcomes

Five HP production hubs with ATIP coding systems based on HP TIJ technology are enjoying high uptime and low maintenance with fast, high-quality direct coding onto thousands of product packages, daily. Print speeds of up to 90 meters per minute and resolutions of up to 600 dpi ensure HP packaging quality, ease of integration and minimal downtime while accelerating ROI. Direct coding on packaging saves label costs, reduces waste and increases sustainability.

Learn more at **hp.com/go/oeminkjet**

24/7 direct coding on packages	HP 2580 & HP 2590 solvent inks	Higher uptime, increased sustainability