

Redefine the possiblesm

Creating value for our customers
around the world through
innovation and performance



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Our vision

Partner with our customers to make their products the safest and their brands the most attractive by working together in every corner of the world creating innovative marking and printing solutions...

Redefine the possiblesm

Markem-Imaje is a leader in marking and printing solutions for manufacturers and packagers in every corner of the world. For decades we have defined the possibilities of coding with superior technology, implementation, and service.

We recognize that business is changing. The need for print on demand is expanding. Security demands are growing. Device interactivity is here now. To compete today, you require integrated data management solutions with true traceability and the flexibility to quickly customize your production process.

Markem-Imaje is changing, too. Advances in technology and innovative applications are revolutionizing the role of printing, and working in partnership with our customers, we're leading the way.



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We're driven to make our customers' products the safest and most attractive.



DNA-enhanced inks for total authentication

Sometimes a product requires a guarantee of authenticity, and Markem-Imaje inks can help. Markem-Imaje chemists have developed inks that can incorporate anti-counterfeit technologies and product authentication markers based on plant DNA. Printing this ink onto components allows for verification of each item's source and distribution.

“This technology gives our customers an unrivaled capacity to guarantee the protection of their products and supply chains.”

—Christophe Lopez, Markem-Imaje Vice President, Marketing and Sales



Innovating to ensure product safety



Tamper Protection
to help ensure your products are safe

Every manufacturing and distribution system contains vulnerabilities to tampering. Markem-Imaje can identify creative ways to mark your products with laser and inkjet technology to protect your consumers from product contamination.



Intelligent Coding
to embed critical information on your products

Counterfeiting continues to threaten major brands, especially in developing countries. Markem-Imaje can provide 2D barcode symbology, enabling you to encrypt detailed security information to track your products, protect their authenticity and share vital information with consumers.



Track and Trace Software
to help you always know where your products are

Increasingly, manufacturers require automated traceability. Markem-Imaje can provide scalable CoLOS® software, enabling you to track your production flow with a unique ID from product to pallet, giving you the visibility you need to isolate problems.



Permanent Marking
to ensure readability by your consumer

Markem-Imaje can deliver the right ink chemistry combined with our continuous inkjet printers to deliver high quality permanent coding that will satisfy your consumer, mitigate diversion of your products and protect your brand.



Coding Security
to visually guarantee error-free coding

Markem-Imaje Mark & Read vision systems can help ensure that the right product is in the right package, and the right code is printed every time. This significantly reduces the risk of costly recalls and damage to brand equity.



Product Authenticity
to genetically prove it's your product

At Markem-Imaje, we partner to deliver a guaranteed ink solution for authenticity by combining DNA with our continuous inkjet inks to help eliminate counterfeiting and product diversion during distribution.



Integrated solutions for UDI compliance

Markem-Imaje is assisting medical device manufacturers to comply with FDA regulations that require a unique ID for every item on the production line. Markem-Imaje is partnering with industry leaders such as Bosch, Cognex, and HP to deliver turnkey printing and vision system validation solutions—all from one human machine interface, and all managed by Markem-Imaje's CoLOS® networking software.

“Markem-Imaje has been a very reliable supplier, and in a number of cases has designed equipment specifically intended to mount in our equipment. We've found them to be very supportive and a very good partner.”

—Ray Johnson, Product Manager, Bag Closing, Bosch

Software that solves problems

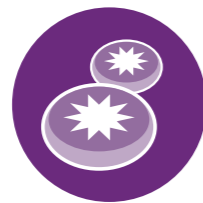
The Software Solutions Group at Markem-Imaje has optimized our proprietary CoLOS® networking and data management software to create CoLOS® Pallet, helping manufacturers integrate data at the end of the line with unique, traceable codes on pallets and cases. This powerful software can minimize the scope of recalls and improve response time by making every link in the supply chain more visible, improving the customer's efficiency and bottom line.

“We've integrated printers, cameras and interfaces so the customer can understand production numbers in real time, monitor production from the web, and perform a mock recall in just minutes – all at the touch of a button.”

—David Habib, Markem-Imaje Software and Solutions Manager



Innovating to enhance brand attractiveness



Edible Branding
to share messages directly
on food products

With the right printing capabilities, food surfaces can be an opportunity for you to strengthen your brand. Markem-Imaje can deliver food grade inks, enabling you to be creative on your food products without harming your customers or their appetites.



Personalized Labeling
to create 1:1 package
messaging

Thanks to digital technology, it is possible to tailor your packaging message directly to consumers to foster intimacy. Markem-Imaje can help you create targeted late-stage messaging (including localized language) to strengthen your relationship with your customers.



Just-in-time Printing
to let you print what you
want, when you want it

Sometimes you need to print entire labels in multiple colors in limited quantities. Markem-Imaje can provide digital technology for short run production, enabling you to print labels on-demand in four colors for whatever marketing challenge lies ahead.



Social Selling
to help you create online
dialogue with customers

Looking to build stronger connections with consumers online? Markem-Imaje can enable you to stay in touch with your consumers with QR and promotional codes, keeping the conversation moving after they've purchased your product.



Lid Customization
to add variety to
your packaging

Today, product varieties can change even when the container stays the same. That's because Markem-Imaje can reduce your packaging changeovers with laser technology by printing varieties or flavors to help simplify your packaging inventory without damaging the branding of your container.



Late Stage Creativity
to continue your story at
the end of the line

Markem-Imaje TouchDry® hot melt inkjet technology can extend the visual creativity and seasonal messaging of your product packaging onto your corrugate cases and shrink wrap for a strong, cohesive total display that will strengthen your brand message.



New ideas to create new customers

Our brand-enhancing innovations are opening the eyes of marketers to the possibilities of creative coding. From QR codes on crackers to photographs on candy, Markem-Imaje's food grade printer and inks can turn edible items into platforms for brand messaging and successful social engagement. Elsewhere, Markem-Imaje is collaborating with a partner to place promotional codes for a prize campaign on major snack food brands.

“If you look at the bottom of our cans, the Markem-Imaje code is perfect. And we can also include powerful, playful messages like “Drink now!!!” or movie quotes. Brewing is an artform, and putting a quirky saying on the can is an extension of our art.”

—Dean Rohan, Co-founder, Tree House Brewing Co.

Printing that gets personal

Many pharmaceutical products require highly specific labels with variable information that can change depending on location or other factors. CSAT printers from Markem-Imaje are providing packagers with the flexibility to meet short run demands that can vary in information from batch to batch, bringing increased product output and efficiency to customers.

“Markem-Imaje CSAT printers can deliver morning orders by the afternoon. That can't be done with traditional printing. We're working with our customers to qualify new solutions, knowing that we don't follow competition, but aim to be a pioneer.”

—Michel Tinguely, Markem-Imaje CSAT Director

Markem-Imaje is creating breakthrough solutions that help our customers reimagine the potential of marking, printing and coding.

When we work together, the sky's the limit.



What's your possible?

At Markem-Imaje, we're thinking bigger. With innovative marking and printing products designed for any need, and state-of-the-art software that solves your toughest problems, Markem-Imaje is redefining what's possible—anticipating your needs and challenging the status quo—so you can achieve more than you imagined.

Talk to your Markem-Imaje representative to learn more, and visit markem-imaje.com



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