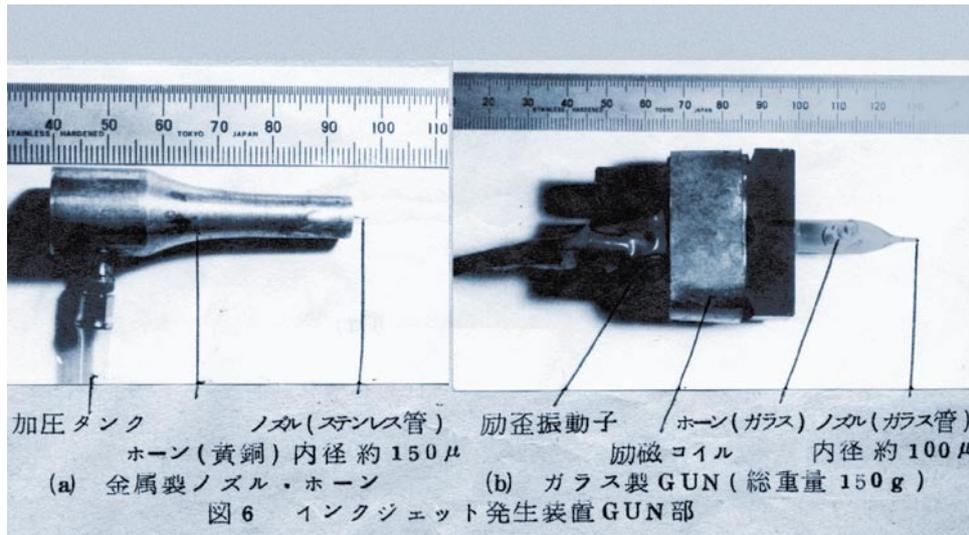


Hitachi Ink Jet Printers – the success story continues.



In the year 1974, Hitachi started the elementary research on CIJ technology based on a jet of water drops.

Within the next 34 years, this development was continued replacing water by highly functional solvent-based inks, to offer very high performance combined with the unique reliability of Hitachi design standards.

Comparing the first designs with the existing model range, the size of the controller and print head were reduced drastically, in order to ensure easy and cost-efficient installation of these printers in new as well as existing production lines.

The printing performance was increased significantly to meet today's and future speed requirements of production lines processing over 100,000 products per hour, while assuring higher traceabil-

ity demands for the products to be coded. After market leadership on the Japanese home market was reached, Hitachi decided to start exporting the printers to other Asian countries in 1998.

Five years after having reached a remarkable market share in Asia, Hitachi began exporting these successful products to Europe, the U.S.A. and South America.

During the past five years, we have reached full regional coverage of the markets in Western, Central and Eastern Europe achieving a double-digit market share and winning many multinational companies as very satisfied users of the Hitachi CIJ printer series.

After this enormous success, it is time for the next challenge -> Hitachi goes to Africa.

Date	Exhibition	Distributor	Location
31.3.-4.4.	Wire & Tube	Hitachi Europe GmbH	D-Düsseldorf
1.4.-3.4.	Interfood/Prodtech	Forintek	RUS-St. Petersburg
9.4.-10.4.	Livsmedelsproduktion & Förpackning	All-Print AB	SE-Malmö
9.4.-10.4.	Pharma Production	All-Print AB	SE-Malmö
9.4.-12.4.	Wines & Viniculture	Forintek	RUS-Krasnodar
24.4.-30.4.	Interpack	Hitachi Europe GmbH ac codiergeräte gmbh	D-Düsseldorf
5.6.-6.6.	CosmeticBusiness	ac codiergeräte gmbh	D-Munich
23.6.-27.6.	Posupack	Forintek	RUS-Moscow

Trade shows and exhibitions 2008

Contents:

AGNESI

Traditional production meets high-tech

Heinz

Nine high-speed lines equipped with Hitachi

Kawesta

"Functionality and support were perfect."

www.hitachi-ds.com

AGNESI

Printing quality, ... marking neatness and low maintenance have persuaded us



Remarkable pasta with a little help from Hitachi

Leader in the purest tradition of food production, Agnesi 1824 has been a successful Italian pasta maker for almost 200 years.

The name Agnesi 1824 bears in itself its history beginning after the turn of the 18th century in an ancient stone mill which still exists today in the Ligurian hinterland.

Since then their founders' far-sighted entrepreneurial spirit has led the company to its present achievements in our modern times.

The excellent quality of pasta produced by the company is based on the quality of the raw material, a durum wheat, which Agnesi 1824 carefully selects from many

farming areas using an internationally certified quality system.



The great variety of pasta types and sizes offered by Agnesi 1824 perfectly suits the demands and requirements of balanced nutrition.

So far, one of the hardest challenges for the company has been to ensure the survival of their handicraft traditions in a modern production environment using advanced technology.

The applications introduced by Marking Products are conceived in line with this philosophy. The empty pasta box is marked with the sales price, batch number and expiry date.

The printer model chosen for printing the sales price over the full printing height followed by two lines with the batch number and expiry date in smaller type is the PXR-D260W. K69 ink is used.

While moving towards the filling position, the not yet completely folded pasta box with one edge refolded under the marking side (see picture) is placed below the marking station for marking in the preset space.

This installation is an important step towards the use of CIJ technology as previous experience with continuous ink-jet printing did not satisfy Agnesi 1824's quality requirements leading the company to mistrust this technology. Based on the excellent business relationship with Marking Products, the old Lynx system was replaced by a Hitachi product with outstanding quality performance.

The printing quality achieved in spite of the very dusty environment, the clearness of marking and the low maintenance requirements were convincing arguments for this winning solution.

We are certain to have broken the path for future applications of this kind in this company.

Marking Products, Italy

Heinz

In addition to exceptional print definition and high reliability, the Hitachi machines have low ink usage and low solvent emissions.

Nine high-speed lines at Heinz equipped with Hitachi

H J Heinz Co. Ltd manufacture for their own use over one billion cans annually at their Kitt Green can making plant, all of which need to be legibly and reliably coded and marked as part of the quality assurance programme. All nine high speed lines have been equipped with Hitachi PXR 450 Continuous Ink Jet (CIJ) printers by specialist supplier to the food and drink processing industry, Euromark Coding and Marking. Heinz anticipates worthwhile cost savings over the next five years due to reduced consumable usage.

Continuity is vital in the Kitt Green high volume can production plant. Therefore, Euromark have supplied a total of 10 machines to the site, so that a spare machine is always available if needed.

"The decision to use CIJ supplier Euromark was not taken lightly," explained Heinz electrical

technician, Martin Smith, who managed the installation within the can making department. "Euromark provided can making with the first trial machine several months ago and this has performed flawlessly to date. Three further machines were provided on loan to help us over difficulties and it was in operating the Hitachi machines and our old machines side by side that we realised that consumable costs were lower and reliability significantly better with the new PXR 450's."

The PXR is capable of a class leading print speed of 700 metres per minute. In many high volume FMCG processing plants, printing speed has been a limiting factor that has prevented lines operating at full speed.

In addition to exceptional print definition and high reliability, the Hitachi machines have low ink usage and low solvent emissions. This helps

to protect the environment and contributes to the modest cost of ownership. Heinz is in good company, since existing Hitachi users include Coca-Cola, Kimberly Clark, Arla Foods and Guinness (Diageo).

Hitachi's thorough approach extends to careful consideration of user needs. Printer control, for example, is via a large touch-screen panel driven by context sensitive software. This makes set-up, reprogramming and fault finding simple and intuitive. The controls are housed in a robust, ergonomically



designed stainless steel cabinet, sealed to IP55 standards and capable of handling harsh industrial environments and deep cleaning regimes common in food process industries. Essential consumables are housed in the base of the cabinet.

Mr. Smith concluded, "During the trials and switchover we were impressed with the service provided by Euromark who went out of their way to provide loan machines and to keep line downtime to a minimum."

Euromark, United Kingdom

Hawesta relishes the benefits Easy-peel packing with easy marking using Hitachi Continuous Ink Jet printing systems

Consumers in Germany are eating more and more fish and seafood.

Hawesta-Feinkost in Lübeck, the German market leader in the segment of durable canned fish, clearly notice this trend. Every day up to 300,000 cans in 40 different flavour variations are produced: from the classical herring in tomato sauce to the latest specialities for the nutrition-conscious consumer.

In order to clearly distinguish the new "Balance" specialities from the classical products also by their packing, the newly designed cans are sealed with easy-peel covers. For marking, the company exploits the benefits of the Hitachi Continuous Ink Jet (CIJ) printing system.

Benchmarking brought the solution

Due to the soft surface of the new easy-peel cover, the classical way of stamping on rigid aluminium cans was no longer feasible for the new products. New solutions had to be found to mark the products with the lot/batch numbers, date/time and BBD.

Using realistic test conditions, the decision clearly fell in favour of the Continuous Ink Jet printing system from Hitachi's PXR series. Due to the very easy installation of the print head with a standard mounting bracket at a "bottleneck" of the production line, coding on the back of the „Balance“ aluminium cans could be easily achieved with the Hitachi printing

system. Overhead printing is no problem for the Hitachi printer because the print head can be installed in any desired orientation.

A sensor recognizes each individual can. The sensor signal is used by the Hitachi printer to automatically initiate the printing process. The precise positioning of the marking on the product is realized via the user-friendly touch panel of the Hitachi printer, allowing the machine operator to define the content, position, length, height and quality as well as other printing parameters very fast and easily.

The many years of experience of ac codiergeräte gmbh pay off for cost-efficient implementation of technical solutions requiring no or only minimal modifications on existing production lines and product streams.

Fish puts you in a better mood – just as Hitachi Ink Jet printing systems do

There is scientific evidence that the nutrient composition of seafood can be an important "mood setter". The proof that CIJ printing systems can bring about good mood could be furnished by ac codiergeräte gmbh.

(Continued on next page)



Using realistic test conditions, the decision clearly fell in favour of the Continuous Ink Jet printing system from Hitachi's PXR series.



Until the end of 2007, the Hitachi PXR has been fully operational at the new production line for over 1700 hours, already having marked more than a million cans. Time for a résumé by the

works manager, Mr Schoennagel: "Functionality and support were perfect".

ac codiergeräte, Germany

Headquarters Europe

HITACHI
Inspire the Next

Hitachi Europe GmbH
Am Seestern 18, (Euro-Center),
D-40547 Düsseldorf
Internet: www.hitachi-ds.com
Hitachi Industrial Equipment Systems Co., Ltd.

Great Britain

euromark

Euromark Coding & Marking Ltd.
Unit 5, Croftwood Square
Martland Mill Industrial Estate
Wilgan WN5 0LG
Internet: www.euromark-coding.co.uk

European Distribution and Service Network

Bulgaria

CIC 45

SIS 45
Internet: www.sis45.com

Baltic states

FORINTEK

Forintek-Baltija
Internet: www.forintek.lv

Belarus

FORINTEK

Forintek-Bel
Internet: www.forintek-bel.com

Cyprus

Avgousti Packaging Service

Kyriakos Avgousti Packaging Service Ltd.
E-Mail: packserv@spidernet.com.cy

Czech Republic

INK & MEDIA

Ink & Media s.r.o.
Internet: www.inkamedia.cz

France

TIFLEX

Tiflex
Internet: www.tiflex.fr

Germany

ac codiergeräte gmbh

ac codiergeräte gmbh
Internet: www.ac-codiergeraete.de

Greece

GEOPACK

Geopack Ltd.
Internet: www.geopack.gr

Hungary

MARK SYSTEM

Mark System Kft.
Internet: www.mark-system.net

Italy

Marking Products

Marking Products s.r.l.
Internet: www.marking.it

Moldavia

Intersis45

Intersis45 srl.
Tel./Fax: +373-222 44 554

Poland

hitmark

Hitmark Sp. z.o.o.
Internet: www.hitmark.pl

Romania

MEGATECH

MegaTech Trading & Consulting srl.
Internet: www.automatizari.ro

Russia

FORINTEK

Forintek
Internet: www.forintek.ru
www.hitachi-forintek.ru

Serbia and Montenegro

MB Print

MB Print
Internet: www.mbprint.co.yu

Spain and Portugal

HI-jet

Trebol group company

Trebol group providers S.L.
Internet: www.trebolgroup.com

Sweden

All-print

All-print AB
Internet: www.all-print.se

Turkey

Altar Endüstri Ürünleri

Altar Endüstri Ürünleri
Internet: www.altaflex.com.tr

Ukraine

Sistema Ltd.

Industrial coding company
Sistema Ltd.
Internet: www.sistema.kiev.ua