

Allen Coding News



SISLEY SAYS 'OUI' TO ALLEN'S HOT FOIL CODERS

French perfume and cosmetics company, **Sisley**, has been using hot foil coders from Allen Coding Systems for more than two decades, so it was no surprise when they turned to the experts once again to update their printing requirements.

Printing on to polypropylene (PP) and polyethylene (PE) plastic labels at around 100mm per second, the latest Allen 40/25 Hot Foil Coder is operating intermittently on the Sisley production line in France to produce **120 items per minute** for labelling its luxury skincare products, make-up and fragrances.

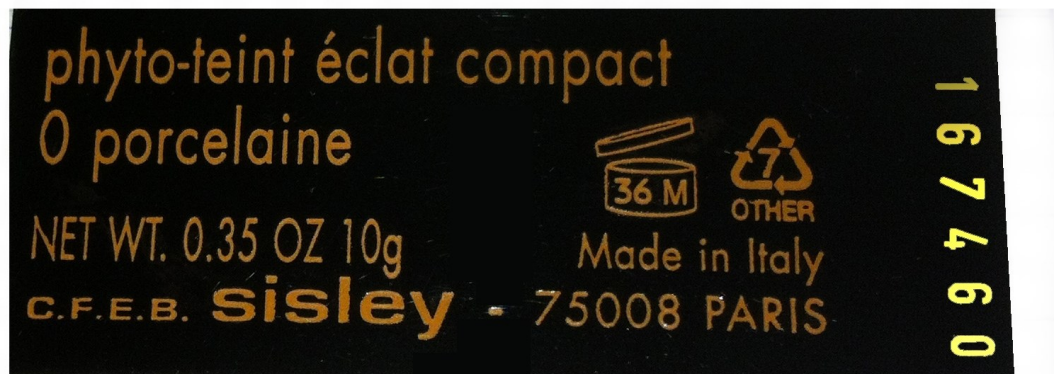
In conjunction with a Herma H400F labeling machine, the hot foil coder overprints a six-digit batch number on to the **labels in black, white or silver**, depending on the product line.

According to Monsieur Lemaire, Maintenance Manager for Sisley, **reliability** of

equipment and quality of print were two key factors behind the company choos-

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He says: “The **quality of colour transfer** with this system ensures that we are able to add value to our packaging, which of course enhances the appeal of our products.”

He continues: “What’s more, Allen machinery is **very simple to use and requires little maintenance**. We rarely have to sort out any issues with the hardware.”

Suitable for integration with labeling and packaging machines, the compact, reliable 40/25 unit is the entry level hot foil coder capable of reproducing a consistently **high print quality** on a range of sub-

tification information and lot/batch numbers may be printed in a wide variety of production environments including the food, pharmaceutical and cosmetics industries.

Gérard de Saint-Martin, Commercial Director of Allen France, comments: “We are constantly striving to provide our customers with **quality marking** and exceptional coding, so it is extremely gratifying when a customer such as Sisley chooses to work with us time and time again.”