

Allen Coding News



RX-S PRINTER IS A CUT ABOVE THE REST FOR MANUFACTURER OF HAIR STYLING PRODUCTS

In a move to help increase production speeds and efficiencies, contract and own brand manufacturer of hair styling products, Excel (GS) Ltd, has recently installed a **RX-S continuous inkjet printer**. The global marking and coding specialist's well-proven Hitachi system, chosen primarily for its **instant drying** feature, is applying batch codes to HDPE, PP and PET plastic bottles, glass jars and aluminium tins.

Excel (GS) Ltd is a private label and contract manufacturing company supplying a wide range of hair care and toiletry products including shampoos, shower gels, hair styling pastes and gels.

Director at Excel (GS) Ltd, John Malone, says: "Excel is a small but expanding business and we are now supplying more companies who specialise in moving product through to retail, either by representation in high street outlets or via the internet. This growth necessitated an investment in **more efficient production methods and equipment** including printers. We found Allen Coding on the internet and a few industry contacts recommended them as a reputable company with good products.

"The Hitachi RX-S is a great entry level printer for us and it has already **dramatically improved production efficiencies**. The cost was reasonable and the

print quality is excellent. The instant drying is a key feature as it removes the risk of ink smudging so **products can be packaged straight from the production line.**" The RX-S is installed on a conveyor belt at Excel's plant in Daventry and applies batch codes after the filling and lidding processes. It is operating at speeds up to 30 products per minute.

John adds: "The RX-S was **easy to install** and instantly operational once Allen Coding had provided operator training. I would happily recommend the company and RX-S to businesses that need to improve their manufacturing processes without fuss, hassle or great expense.

"The **service provided by Allen Coding has been great** and pain free. The whole experience has been a good one for us and we reap the benefits every single day," John concludes.

